Julane Johnson, PMP

Creative Project Manager | Marketing Account Manager

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PROFESSIONAL PROFILE

PMP-Certified creative project manager and innovative marketing professional at the action center of building brands, driving integrated marketing strategies, and delivering measurable growth. Conceptualizes and produces powerful creative and customer-centric graphics and assets supported by data-driven insights that generate on-brand omni-channel content communications to guide consumers to the organization and accelerate revenue. Leads high-performing teams to achieve performance targets in a climate of collaboration, respect, and continuous development. Proven track record of cultivating cultures of high accountability, mentorship, and operational continuous improvement. Thrives in creative and progressive fast-paced, agile environments.

Core Competencies and Skills:

- **Governance & Leadership:** Account Management, Matrix Stakeholder Engagement, Vendor Relations & Compliance
- **Portfolio Management:** Strategic Print & Digital Project Management, Agile Methodology, Budget Oversight, Resource Capacity Planning
- **Omni-Channel Strategy:** Growth Marketing Strategy, Social Media Content Architecture, User Journey Mapping
- **Enterprise Software Suite:** Adobe Creative Cloud, Project Management Platforms, Canva Enterprise, Microsoft Office
- **Performance Marketing & Tech:** Search Engine Optimization (SEO), Multivariate A/B Testing, WordPress, Front-End Frameworks (HTML/CSS)

WORK EXPERIENCE

MARKETING CONSULTANT (FREELANCE), TRAMONTANA MARKETING GROUP, Yorkville, IL 07/2014 - Present
Chicago-area marketing agency specializing in imaginative brand development and marketing strategy.

- Fractional CMO that renders expert consulting services to multiple clients, formulating and delivering comprehensive, multi-channel marketing blueprints and modern digital transformations that preserve enterprise brand standards
- Develops and executes fresh, cohesive marketing strategies while upholding brand standards that include innovative digital and print solutions comprised of new/revised websites, out-of-home assets, marketing assets, and social media content, logo design and branding assets, presentation content, and product photography for digital and print media
- Designs and develops fresh and modern websites utilizing WordPress responsive theme frameworks including hosting acquisition, content creation, design of integrated graphics (Adobe Creative Cloud), and necessary migrations
- Re-engineered SEO and Google Ads campaign for a multi-location healthcare clinic, accelerating click-through rates (CTR) from 1.9% to 11.4%, decreasing cost-per-click (CPC) by 75%, and yielding a 30%+ lift in foot traffic
- Invited seminar speaker for hobbyist artisans on professional photography techniques and website development to enhance online portfolios, strengthen personal branding, and effectively showcase their work

SALES TEAM LEAD (RETAIL SALES), THE SPICE HOUSE, Naperville, IL 08/2025 - Present
National omni-channel spice retailer that caters to passionate culinary enthusiasts and home cooks.

- Leads and serves team members in achieving sales goals and personalized customer service across a high-volume omni-channel retail unit fostering a culture of high performance to exceed monthly commercial sales milestones, facilitates training for new hires, selected as a participant for new recipe review panel
- Directs customers to bespoke purchases through analyzing trends and active listening resulting in personal sales increase over goal and team increase of 12% revenue increase over LY
- Creates local social media content and executes the multiple in-store visual merchandising layouts to maximize on-site customer conversion rates and elevate brand equity

MARKETING AND OPERATIONS CONSULTANT, CANCER SQUIRREL/PBJ CONSULTING, IL 09/2024 – 03/2025
Nationwide health care SAAS start-up.

- Partnered directly with the executive co-founder to architect a disruptive B2B and B2C healthcare SaaS platform, leading the foundational business strategy to optimize communications
- Co-authored the comprehensive enterprise business blueprint, formulating cross-departmental operating budgets, organizational structures, multi-level pricing models, and rigorous market-segmentation matrices to anchor long-term P&L viability
- Commanded the core product development roadmap and brand vision from inception, maintaining strict governance to ensure total alignment with go-to-market objectives and corporate positioning
- Engineered the structural user-experience (UX) and user-interface (UI) architecture for front-end users and backend enterprise administrators, mapping consumer touchpoint journeys and growth marketing funnels to drive user retention

CREATIVE PROJECT MANAGER/ACCOUNT EXECUTIVE,
DCG COMMUNICATIONS, Washington, DC 06/2022 – 10/2023

Top-tier advertising and creative agency with over 35 federal government contracts.

- Primary liaison between federal government clients, account teams, and creative team utilizing creative briefs to craft and launch digital and print campaigns, marketing materials, banner ads, social media content, out-of-home digital solutions, webinars, emails, and trade shows/event platforms
- Managed multiple stakeholder relationships within two federal government client bases translating client's and partner's needs while adhering to the overall marketing strategy
- Executed end-to-end workflow process of over 175 monthly creative projects and multi-media campaigns including creative briefs and campaign kickoffs, maintained project documentation, gathered resources, prioritized and developed project timelines, tracked key milestones, communicated project status to stakeholders, and executed final quality check with 100% deadline adherence while maintaining project scope
- Project management of large-scale projects including print projects for partner teams resulting in saving over $10,000 for each campaign, trade show promotional purchase, and two-part animated video project

PRODUCT DESIGN TRAFFIC COORDINATOR, BRADFORD EXCHANGE GROUP, Niles, IL 01/2017-06/2022

Chicago-area producer and e-commerce seller of exclusive and proprietary collectibles, jewelry, and apparel.

- Served as the central point of contact driving operational alignment and communication protocols across 9 independent business units and executive product management cohorts
- Coordinated end-to-end operational workflows for over 200 monthly high-volume creative initiatives from project triage through final digital and print deliverables, maintaining total adherence to technical scope and design definitions, assigned project timelines to designers and photographers, mitigated bottlenecks prepared final product and packaging art release
- Co-chaired the corporate-wide Font Licensing Committee to govern structural intellectual property risk, initiated purchase of licensed typography and digital graphics, structured protocols and policies for safeguarding licensing standards, brokered additional contracting efforts for multiple Adobe licensed product lines
- Acted as the final sign-off authority for high-precision quality control and technical proofreading
- Assisted design team and independent business units with digital product design and creation using Adobe Creative
- Cultivated and managed strategic service level agreements (SLAs) with outsourced production vendors and freelance networks to scale department capacity on-demand

BRAND MANAGER, NORTH AMERICAN GOLF & POKER CHALLENGE, Yorkville, IL 10/2012- 07/2013

Chicago-based start-up focused on competitive golf tournaments.

- Strategized, designed, and executed the comprehensive brand identity, digital footprint, and corporate marketing assets for a high-stakes, competitive tournament start-up
- Engineered multi-channel public relations and marketing blueprints, driving high-impact media placement including local radio, print, and televised executive interviews
- Managed localized campaign capitalization budgets, procuring targeted print and digital media buys optimized for high-value demographic acquisition
- Pioneered end-to-end contract negotiations and managed service provider relations for outsourced web development, printing houses, and promotional agencies to secure cost-efficiencies

EDUCATION AND PROFESSIONAL DEVELOPMENT

Project Management Professional Certificate, PROJECT MANAGEMENT INSTITUTE, 2026
Certificate, Marketing & Growth Strategies, THE WHARTON SCHOOL OF BUSINESS, Philadelphia, PA (Online) 2024
Certificate, Digital Brand Management, OREGON STATE UNIVERSITY, Corvallis, OR (Online) 2019
Bachelor of Business Administration, Marketing/Advertising, WESTERN MICHIGAN UNIVERSITY, Kalamazoo, MI