

Julia Catherine Ruggiero

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EDUCATION

John Carroll University

Bachelor of Arts, **3.8 GPA**

Major: Communication | Concentration: Integrated Marketing // Minor: Leadership Development

University Heights, OH

PROFESSIONAL EXPERIENCE

Civil & Environmental Consultants (CEC)

Proposal Coordinator

Pittsburgh, PA

May 2022 — Present

- Performing RFP/RFQ/Form review, analysis, breakdown and response plan development for each market sector
- Updating project descriptions, key personnel resumes, graphics, and all supporting narrative
- Proofreading and editing all proposal text including grammar, spelling, comprehension, consistency and CEC's internal style standards
- Conducting research and information retrieval from a variety of sources
- Work with Business Development team on strategy, drafting, editing and organizing responses to qualification package requests
- Assist in writing and preparing project descriptions to use in proposals highlighting CEC's extensive work experience
- Collaborate with the Project Manager/Principal-in-Charge to interpret RFQ/RFP requirements and compile a persuasive and compelling proposal that meets the needs and deadlines of the RFP
- Ensure corporate brand messages are being represented correctly and communicated properly
- Member of the CEC Social Committee, planning and promoting social gatherings and events for internal staff
- Assists in developing internal marketing strategies for optimal team communications, creating training documents and supporting materials

New Degree Press

Published Author

New York, NY

July 2019 — Present

- Author of the Amazon best-selling, *Performance: Poetry and Fleeting Thoughts*
- Author of *VulnerABLE: How to Notice the Power of Vulnerability Through Lettuce, Laundry, and Love*
- Created the VulnerABLE Movement, an initiative to change the perception of vulnerability from helpless, powerless, and weak to helpful, powerful, and influential, that includes a private Facebook community with over 370+ active members and an Instagram profile to encourage authentic connection and communication over media
- Orate as a keynote speaker at various community, school, and organizational events about human connection, communication, and vulnerability, providing customized content in the form of workbooks, worksheets, and eBooks

NEXT architecture

Marketing and Business Development Manager

Pittsburgh, PA

Fall 2021 — Spring 2022

- Created and managed the first NEXT architecture diversity-centered Voices that Inspire NEXT campaign that recognized change makers in the architectural, engineering, and design industry
- Prepared print and digital marketing materials consistent with NEXT's values and philosophy including; brochures, project sheets and resumes
- Prepared and printed digital RFP and RFQ responses
- Tracked business development opportunities and proposal status with Owner/senior staff
- Attended business development groups and sources new directions/opportunities to expand NEXT's business
- Maintained NEXT's photography library, schedule, direct and coordinate NEXT project photo shoots
- Maintained logo library and ensured correct usage of NEXT brand standards internally and externally
- Maintained NEXT's marketing channels including alignment with NEXT's values and philosophy; Print materials, website, and social media channels - Instagram, Twitter, LinkedIn, Facebook and Pinterest
- Analyzed and provided marketing and business development strategy and direction in conjunction with NEXT's Owner/ senior staff
- Responsible for creating and presenting yearly strategic marketing and business development plan
- Maintained a yearly marketing and business development budget
- Managed ordering of NEXT gear, business cards and stationery
- Created and coordinated NEXT advertising in local publications and all external communications

Pittsburgh Zoo & Aquarium

Marketing Manager

Marketing Project Coordinator

Pittsburgh, PA

March 2021 — November 2021

June 2019 — March 2021

- Managed a portfolio of more than 20 corporate sponsorships for Zoo events and programs through client acquisition, retention, relationship-building, and reporting, personally boosting clients' sponsorship commitments ranging from 50% to over 400%
- Coordinated Zoo's animal education podcast, One Wild Place, utilizing Adobe Audition and approval platform, Libsyn
- Videographer of various animal education videos and interviews utilizing the Canon Rebel T5I DSLR, Adobe Premier Pro, Adobe After Effects, and Final Cut Pro X
- Supervised social media coordination, wrote social copy, and managed the Zoo's Social Media Committee
- Created the Pride in Our People social media campaign, recognizing staff through narratives and podcast interviews
- Monitored Marketing Department budgets and executed purchase orders and payments
- Assisted with special event creation, planning, booking vendors and appearances, and coordinating sponsor advertising
- Created, coordinated, maintained metrics for measuring media hits, website analytics, and social media impressions
- Recruited, interviewed, and trained interns quarterly, as well as created and updated intern welcome manuals
- Initiated outreach to secure print and radio trade collaborations, proofread and wrote advertisement copy to promote events and other Zoo programming opportunities, and coordinated internal approvals of marketing collateral

Campus Oils

Creator

Pittsburgh, PA

October 2015 — February 2019

- Managed Facebook and Instagram media outlets to provide tips on essential oil usage and mental health awareness resources for students
- Ran 3 to 5 mental and physical health-focused campaigns per year to grow brand
- Created eBooks and videos to help give customers simplified information about the products and services

DoTERRA Essential Oils

Independent Wellness Advocate

Pittsburgh, PA

October 2015 — February 2019

- Built the brand and corresponded with clients in the benefits of essential oils to health and wellness
- Sold memberships for DoTERRA Essential Oils: \$1000-6000+ in new and recurring monthly sales
- Recruited, trained, and guided team members, managed administrative tasks, and followed up with customers questions and concerns

Walk 15 from Walk at Home

Branding and Marketing Intern

Pittsburgh, PA

May 2018 — August 2018

- Worked directly with the CEO of Walk at Home, Leslie Sansone and of Walk 15, Jennifer Antkowiak
- Built the brand by creating wellness marketing materials such as handouts and video content (100,000+ views)
- Planned and attended partnership event in Michigan with Weight Watchers for 300+ attendees

NOTABLE AWARDS

John Carroll University Leadership Scholarship	2015 — 2019
Lambda Pi Eta, National Communications Honors Society	2017 — 2019
The General Electric Scholarship Reward in Public Relations	2018
Best of the Batch Foundation Healthy U N Scholarship	2015

NOTABLE VOLUNTEER/LEADERSHIP EXPERIENCE

John Carroll University Manresa Retreat Leader: Media Specialist	February 2019- May 2019
Dare to Dream Retreat Speaker and Event Organizer	November 2018
Praying Pelican Missions and Oakland Catholic Jamaica Mission Trip Volunteer	March 2014

SKILLS

Copy Writing | Social Media Management | Public Speaking | Squarespace | Wordpress |
Canva | Adobe Systems | Final Cut Pro X | Branding