



## JULIE MORRISON, MSM

Account Executive  
Federated Media  
812.454.6116  
jmorrison@wmee.com  
[www.linkedin.in/juliemorrison](http://www.linkedin.in/juliemorrison)

## SOLUTIONS

Commercial broadcasting  
In-stream broadcasting  
Custom promotions  
Lead generation  
Branding and awareness  
Social engagement

## WHY ME?

I use my marketing and networking skills to connect people; customers who desire your services so your business and our community will prosper.

I have successfully implemented over 5,000 campaigns with small and medium businesses. My marketing expertise in radio, television, print, event marketing, digital and nonprofit fundraising means I have the professional experience to craft a multi-platform campaign for your business.

You will gain a trusted partner who brings a wide range of knowledge, superior customer service plus direct and frequent communication.

## EDUCATION

Master's in Management, IN Tech  
  
Bachelor's in Advertising and Public Relations, University of Southern IN



## MY IDEAL CLIENT

I love working with community-minded, small to medium locally owned businesses and nonprofit organizations.

## HOW I CAN HELP YOU

I will put my 11+ years of marketing experience to work for you, creating a custom campaign to meet your budgetary needs and exceed your expectations. No cookie-cutter packages here!

## MAKING AN IMPACT

*"I have had the pleasure of working with Julie on several levels - as her boss and as her customer. That unique perspective has allowed me to see her at her very best. As her boss, I was amazed at how quickly and how deeply she builds relationships and understands her customers. Julie leveraged those relationships to maximize revenue for the business she worked at while partnering with her customers to grow their business. As one of her customers, I appreciate how she works hard to understand my businesses needs and provides me with the best options to help grow. Julie helps get things done for the company she represents and the customers she handles."*

**Pete Van Baalen, Director of Marketing, Sweet Family of Businesses at Sweetwater**

*"Julie Morrison is an absolute pleasure to work with. If Julie is managing a project, I am always confident that it will be completed timely and well. I also appreciate Julie's ability to recognize a need and help us to find a way to creatively fill it. She is resourceful, articulate, and helps me find ways to compel citizens to spend their time and money downtown. While Julie is very professional, she also has the innate ability to make each person believe that they are one of her favorite friends. I am very thankful for her professionalism, love for her community, and care for her clients. She is a rock star!"*

**Crissy Moloney, Stakeholder Services and Marketing Manager, Downtown Fort Wayne**

## CURRENT CLIENTS INCLUDE

