

JULIA HOLLON

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Address: 808 N Wells St #221

Chicago, IL 60610

WORK EXPERIENCE

Freelance | Content Creator, Stylist & Commercial Model

May 2018 - Current

- Freelancing for companies such as Homage, Zulily, Store 5a, The Yusufs, Branded Bills, goPuff, JustFab, Ladybird, Threadwell Clothiers, Jolie Occasions, Rowe Boutique, Good Behavior, Botanibites, Luxe Redux Bridal, and From Fangirl
- Experience modeling, styling product and editorial compositions, booking (models, photographers, videographers, and H/MUAs), taking measurements and fabric selection for custom suiting, and managing in-studio production for ecommerce photoshoots
- Hands-on experience styling designer accessories and jewelry, curated vintage accessories, athleisure, recent trends, and high-end boutique clothing
- My portfolio and mood board are linked [here](#)

SpotHopper | Account Executive

Aug 2021 - Current

- Local Sales Representative in Chicago, IL
- Commuting to restaurants in Chicago and surrounding areas to demo and sell the SpotHopper web platform
- Responsible for meeting daily prospecting metrics while selling in-person to local Chicago restaurant owners
 - Pitching web design, marketing, photography, videography, and content creation services
- Coordinate and oversee onboarding process and photo/video shoots for new clients
- Responsible for interviewing and hiring local photographers and videographers

The Yusufs | Assistant Stylist

April 2019 - Aug 2021

- Worked on-site at The Millennial Suite to style looks for clients such as Diamond Cellar, Store 5a, Express, Amazon (The Drop), and Anthropologie
- Shadowed The Yusuf sisters during content creation sessions for their brand
- Learned to select images for product drops, work in a fast-paced production environment, meet production deadlines, promote brands on social media and engage with followers, and communicate with brands on booking collaborations

One Point of CARE | Relationship Sales Team Lead

Oct 2019 - June 2021

- Lead initiative to develop and expand Relationship Analyst team
 - Interviewing, hiring, and training Relationship Analysts in developing territories coast to coast
- Managed prospective client outreach as well as existing client relationship management
 - Lead a team of 13 junior analysts and oversaw 700 + prospective and existing client pipelines
- Personally acquired 35 new corporate clients in 11 states and improved benefits for approximately 800 employee lives
- Traveled to educate employees and employers on optimized benefit use

Wonderist Agency | Dental Marketing Intern

June 2015 - Dec 2016

- Managed social media data and written/visual content for more than 50 client accounts
- Wrote, edited, and designed blog posts for Wonderist's website and newly-designed client websites
- Wrote and edited press releases for clients

EDUCATION

The Ohio State University - Fisher College of Business (Marketing BSBA)

Graduated May 2020

- Environment Economy Development and Sustainability (EEDS) Minor

William Mason High School

Graduated May 2016

- Summa Cum Laude