



MARKETING & PUBLIC RELATIONS EXPERIENCE

Strategic Experiential Group, Minneapolis, MN / Phoenix, AZ

Logistics Manager & Spokesperson, 9/2009-Present

- Coordination and organization of events
- Human resources responsibilities – Scouted candidates to highlight the brands
- Promotional marketing geared towards targeted demographics
- Brands Include: *Belvedere, Grand Marnier, 10 Cane Rum, Chopin, Hennessy, and Glenmorangie*

Ogilvy & Mather (Action) Marketing, Minneapolis, MN

Marketing Brand Manager, 9/2008-1/2011

- Private contractor to project manage promotional marketing events
- Coordinated and executed *Dairy Queen's Oreo Blizzard* and *Edge Shave Gel* campaigns
- Interviewed and hired a staff of fifteen; and organized information and training for new staff members
- Organized staff positions based on their strengths to optimize teamwork
- Surpassed team goals while earning team bonuses (first team of sixty to complete promotional competition)
- Interacted with potential consumers while keeping inventory and maintaining records
- Other brands represented as an ambassador for Ogilvy include: *Marshalls, American Express, & Pledge*

Media Star Promotions, Minneapolis, MN

Regional Team Lead & Spokesperson, 5/2009-6/2010

- Strategically market brands for *RJ Reynolds* by interacting with consumers while conducting surveys
- Managed and executed team for multiple venues
- Team review and formal evaluations
- Client relationship management to ensure customer satisfaction

Salt Communications, Minneapolis, MN

State Marketing Manager, 2/2009-2/2010

- Managed promotions/spokesperson for *Hot Tamales Candy*
- Assisted in hiring five additional team members while implementing weekly schedules for events
- Interacted with consumers using key brand statements to create a lasting impression of the brand

Additional Brand Management & Representation, Minneapolis, MN / Phoenix, AZ

Freelance Brand Manager & Spokesperson, 9/2008-Per Contract

- Brands Include: *AT&T, Smart Pen, Durex, Disney, State Farm, Dockers, Popchips, Jagermeister, Quilted Northern, & etc.*

Jonathan Adler, New York, NY

Design/Public Relations Intern, Summer 2008

- Collaborated with marketing department to organize the 'Holiday In July' press conference event
- Assisted in recreating the design for Liz Lange's "House Beautiful" photo shoot by Jonathan Adler – Issue: May 2009
- Acted as liaison between clients & designers to assure client satisfaction with the product while promoting the brand

EDUCATION & INFORMATION

University of Minnesota Twin Cities

Bachelor of Science: Communication Studies & Interior Architecture

- Emphasis in Marketing and Public Relations
- Dean's List: College of Design, Spring 2010
- Thesis's completed on both promotional marketing and healthcare design for separate majors
- Participated in University research receiving my Collaborative Institutional Training Initiative (CITI) certificate

Skills & Interests

- Proficient in all Microsoft Office Programs, MAC operating systems, and AutoCAD
- Culturally diverse due to travel within 26 different countries throughout five continents!
- Leadership, social media expert, detail-oriented, managerial/HR experience, client relations, time management
- Additional marketing/PR/design/promotional experience: Please visit www.mrjamesjudge.com