

JULIANA REYES

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RELEVANT WORK EXPERIENCE

Bookmarks: Marketing Manager *Winston-Salem, NC.....May 2021-October 2025*

- Established the organization's first working marketing department that serviced the bookstore, events department, fundraising, and the annual literary festival with team members and local marketing firms
- Managed and maintained Bookmarks' website as both a bookstore retail website and all things about the organization
 - Head of design and entire information transfer when the website was updated and migrated from Indie Commerce 1.0 to Indie Commerce 2.0 in July 2024
 - Collaborated with department heads on user experience throughout the website for various initiatives and programming
 - Incorporated updates and changes due to customer feedback throughout the website
- Established Bookmarks' voice and presence on Instagram, Facebook, TikTok, and LinkedIn
 - Created digital marketing strategies to increase foot traffic and sales at the bookstore, events, and the annual literary festival
 - Grew Instagram following from 8k followers to over 24k engaged followers with Reels, Stories, and connecting with the online community
- Developed and strengthened the Bookmarks brand throughout all digital and physical marketing assets for various events, programs, and in-store promotions
 - Educated team members on the organization's branding with training, access to informational documents, and organized external design tools such as Canva and Adobe Suite
- Collaborated with the Bookmarks events department and authors' publicist team on event announcements and promotion in conjunction with their national book tours for authors
 - Supported and advertised the 15+ monthly events of author talks, book clubs, community partnerships, and community meet-ups on our social media channels, website, local radio, local news stations, community calendars, and newsletters

OTHER WORK EXPERIENCE

- **New Balance: Sales Associate** *Winston-Salem, NC.....November 2025-Present*
- **Athleta: Sale Associate** *Winston-Salem, NC.....November 2020-May 2025*
- **Her Campus Media: Writer & Editor in Chief**..... *Fall 2016-Spring 2020*
- **Dublin Gazette News: News Intern** *Dublin, Ireland.....Summer 2019*

EDUCATION

University of North Carolina Wilmington.....*Wilmington, NC | Class of 2020*

- B.A. in Communications Studies and B.A. in International Studies with a minor in Spanish

CERTIFICATIONS & SKILLS

- **Web Technologies–Front-End Design Certification** *Forsyth Technical Community College | May 2026*
- Proficient in Canva, Google Drive, Adobe Illustrator, and Facebook Business Manager
- Knowledge in WordPress, HTML, CSS, AI, Mailchimp, Monday.com, and Google Analytics