

Julie Pierno Nogueira

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Experience

BLACK WALNUT DESIGN – Annapolis, Maryland

Graphic design and marketing company that assists organizations with their promotional needs.

Graphic Designer and Founder

2004–present

- Design promotional materials, including company newsletters, annual reports, brochures, postcards, stationery, e-newsletters, logos and advertisements.
- Developed materials for clients including The Jones Falls Watershed Association, The Chesapeake Bay Foundation, Crockett Facilities Services, Inc., Maryland Families for Stem Cell Research, and Susan O'Brien Public Relations.

PLANNED PARENTHOOD LEAGUE OF MASSACHUSETTS – Boston, Massachusetts

Nonprofit dedicated to protecting sexual and reproductive health by providing clinical services, education and advocacy.

Public Information and E-Enterprise Coordinator

2003–2004

- Designed all brochures and marketing materials for the organization, including the semi-annual newsletter, the annual report, services brochures, postcard campaigns, as well as company letterhead and business cards.
- Managed the printing and mailing of materials with outside vendors.
- Maintained the organization's website, www.pplm.org.
- Led PPLM's Website Team—a group of eight staff members that met twice per month to discuss website enhancements.
- Developed and deployed e-newsletters and action alerts to a database of 14,000 supporters three times per month.

REED BUSINESS INFORMATION – Newton, Massachusetts

A subsidiary of Reed Elsevier Inc. and leading publisher of industry journals and trade magazines.

Marketing Manager

2001–2003

- Managed the performance and development of four employees, two Marketing Representatives and two Sales Assistants.
- Developed and executed strategic marketing plans for inside sales representatives at RBI's Newton, MA office.
- Oversaw the creation and deployment of RBI's e-Products—electronic versions of the publications' print advertising sections.
- Developed and oversaw the maintenance of the Inside Sales intranet site, which serves as a resource to sales employees, marketers and publishers throughout the corporation.
- Developed www.rbisales.com—a website promoting RBI's inside sales team and the publications they represent. The site serves as both a reference guide for prospective customers and a marketing tool for the sales people.

Marketing Representative

2000–2001

- Developed and executed the marketing plans of 18 Newton-based sales professionals, representing 15 business-to-business publications, including *Design News* and *EDN Worldwide*.
- Developed marketing pieces promoting the advertising opportunities available with various RBI publications.
- Worked closely with printers, mail houses, and fax transmittal companies to ensure the timely creation and delivery of promotional pieces.
- Established a method of tracking and evaluating the Inside Sales Department's marketing return-on-investment information.

ZWEIGWHITE, INC. – Natick, Massachusetts

Consulting firm that provides full-range management consulting services to architecture, engineering and construction firms.

Marketing Consultant

1999–2000

- Designed marketing materials such as brochures and postcards for ZweigWhite, Inc. clients.
- Developed annual marketing plans for clients based on industry research and client perception studies.
- Created management reports based on clients' financial records and organizational structure, as well as interviews conducted with the clients' employees.
- Wrote and pitched industry-related articles to trade journals to gain publicity for clients.

MARYLAND DEPARTMENT OF NATURAL RESOURCES – Annapolis, Maryland

Public Communications Assistant

Summer 1999

- Developed press releases detailing environmental issues affecting the Maryland tri-state area, as well as the accomplishments of the Maryland Department of Natural Resources (MD DNR).
- Wrote and edited articles published in MD DNR's *Natural Resource* magazine.

Education

SALISBURY UNIVERSITY – Salisbury, Maryland; Bachelor of Arts in dual majors, Communication Arts and English; May 1999

Computer Programs

QuarkXPress, Microsoft FrontPage, Adobe PhotoShop, Adobe Illustrator, Adobe Acrobat Distiller, Dreamweaver 4.0/MX, DARTmail and GetActive (e-newsletter software applications), ACT 4.0, all Microsoft applications including Word, Excel and PowerPoint