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Julia Ranzani – Motivational Letter

I'm a media expert with the extra spark of enthusiasm:

1) Advertising and Promotion

My background is copywriting. I have written copy for ATL, BTL, online and mobile, overseen localisation and translated copy myself from English to German and vice versa.

Having completed a traineeship with Ogilvy, I know all aspects of the advertising business: Client Services, Traffic, Production, Media Buying, Creative, Market Research, Accountancy. At Ogilvy I worked mainly with ATL, B2C and B2B projects.

Working for Wunderman Cato Johnson, the BTL division of Young & Rubicam, extended my marketing knowledge to creating a brand experience outside the usual advertising channels.

My skill set ranges from corporate identity, brand guidelines, tonality guides, copy strategy, target group identification, campaigns, online & mobile Strategies, SEO, SEM, linking strategy, to strategies for expansion into new markets, acquisition, retention, prevention of churn, monetisation on exciting assets and consultancy on potential new revenue streams to integrated marketing communication such as PR, newsletters and social media.

2) Content Marketing

To me content is king. It is one of the main drivers that keep users returning to media platforms. I started off working with attractive content such as Disney, Discovery, MTV, the Sun news. My extensive network of high quality media contacts ensures I quickly source any content needed. I know what content works and can easily put together a content strategy that will ensure excellent download and response rates.

I want to go beyond paid for advertising and am particularly interested in new and revolutionising strategies utilising viral marketing, guerrilla campaigns and interactivity with the user that tops other brand exposure with a highly qualitative user experience.

3) Social Media

Especially for social media I acquired a sound understanding, including developing marketing campaigns and booking ads for Facebook, compiling and teaching moderation guidelines for Facebook, Twitter, LinkedIn and of course defining general good practices at MXit and the Western Cape Government.

4) Online and Mobile Solutions

I got hooked on the new media and quickly adapted my skill set to everything digital: HTML, XML, CSS, CMS (e.g. Volantis, Mobile 365, ez Publish, Liferay, customised CMS), Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Flash), Adobe Premiere, AVID, Cool Edit are the tools I use to produce and publish content in the digital media space. I adapt and optimise this for mobile (Symbian, Android, WAP, API, SMS, MMS, USSD, GPRS, Bluetooth, QR codes, VAS, LBS, Apps) to expand reach into handheld devices.

Usability, accessibility and intuitive designs are for me standard necessities, which is why I try to involve information architects and graphic designers as early as possible.

In South Africa my passion for mobile further increased, as it is the one medium that reaches everyone, even in the most remote areas. I am especially interested in using cell phones for providing access to information and education, not just entertainment. I believe that e-learning and m-learning is the future based on proof I got when experimenting with it at MXit.

5) Fun(d)raising

South Africa taught me that doing good is a must. I have therefore extended my skill set learning fundraising strategies by completing the only South African accredited fundraising course. In addition I learned how to make an impact on a personal level and became a joy activist, trained by UP and The Happiness University.

6) Management Style

I expect every team member to be an expert in their field. Due to my range of skills I can assess if team members are placed in a position that leads to success in their career. My management style is results driven: I facilitate my team to produce the best results possible. This starts with one-on-one sessions to learn about their talents and preferences, continues with setting reasonable but challenging goals and allocating training where needed and might conclude in implementing more efficient work flows and restructuring departments in order to streamline processes. I find this helps to reduce labour intensive, repetitive work and free up time to concentrate more on the fun side of things, such as creative problem solving, new ideas generation, innovative marketing strategies. Thus easily achieving KPIs, budget expectations, response rates, user numbers and other targets. I thrive on people's energies and do everything to keep a positive and motivated working atmosphere.

7) International Expertise

Having lived in different countries in Europe, worked for global players and overseen localisation I can see the bigger picture while taking into consideration local preferences.

Relocating to South Africa was again another exposure to a new culture with traditions and histories one can only truly understand when living and working here. After 5 years I understand the diversity of South Africa's culture.

Now I can draw on my experiences of a developed market and combine it with the uniqueness of the developing market to define adequate strategies for growth and success.

8) Eye for Detail

This is where I am 'German': While I want to implement the most efficient processes to reach a goal quickly, I'm also very persistent about the highest quality outcome. From correct spelling to adequate representation of the brand to professionalism and friendliness in offering a service to meeting the consumers' expectations, I always ensure that my team and I deliver on time, within budget and at a standard that raises the bar.

9) Intrapreneurship

In true Capetownian spirit, I tried my hand at entrepreneurship. However, I find it is essential for me to be part of a team.

As I'm passionate about change, empowerment and social impact, I'm completing a course with Ashoka: 'Social Intrapreneurship for Innovation in Health and Wellness'.

Having experienced different blue chip companies through my contracting and consultancy work, I easily adapt to new work environments. I have picked up great operational tools from the different businesses where I worked, but as I'm eager to learn, I'm always happy for new suggestions and willing to give it a try.

Having continuously worked with the latest gadgets I'm keen to utilise technology to improve people's lives and focus my passion on disruptive innovation.

10) e-learning, m-learning

Education is where positive change can be resourcefully facilitated, and thanks to technology such as the internet and online and mobile platforms, for everyone. I offer these courses:

Intro: Why Mobile?

Mobile Content Production

Mobile Content Optimisation

Writing for Mobile

Imagery for Mobile

Intro: Why Social Media?

Social Media Marketing

Social Media Moderation

Intro: What is Content Marketing?

Creating Brand Awareness with 0 budget

Defining the brand: Tonality

Defining the campaign: Copy Strategy