

# JULIE CAHILL, M.ED.

## EDUCATION | OPERATIONS | MARKETING | ADMISSIONS

### CORE COMPETENCIES

- ✓ Leadership
- ✓ Strategic Planning
- ✓ Collaboration
- ✓ Problem Solving
- ✓ Public Speaking
- ✓ Adaptability
- ✓ Marketing

- Exceptional ability to balance multiple projects and competing priorities with a keen eye for planning, operations, and execution.
- Poised and articulate C-level communicator regarding planning, analysis, and performance.
- Proven relationship builder with extensive multicultural and global experience.

**TECHNICAL ABILITIES:** Expert in Microsoft Office Suite – Word, Excel, PowerPoint, Outlook | CRM's- Constant Contact, Hobsons, Mail Chimp | Admissions Systems - Banner, CollegeNet, SEVIS, CyberBear | Web design – Constant Contact, Cascade/Ponderosa, WordPress | Podcasting & Video editing: Podomatic, Audacity, Zencastr, Wondershare | Live Streaming: Mevo, OBS, Vimeo | Social media: Facebook, Instagram, YouTube, Planoly, Other: Google Docs, Loom, Canva, Zoom.

## PROFESSIONAL EXPERIENCE

[OULA FITNESS](#), Missoula, MT

May 2018 - present

**Director of Operations (Jan. 2020-Present) | Marketing Director (May 2018-Dec. 2019)**

Created and directed the transformation from traditional in-person instruction to live streaming instruction and community building. Led a complete overhaul of all marketing and informational platforms including podcasting.

### Key Accomplishments, Director of Operations:

- In response to COVID, designed and implemented the entire transition to live streaming for multiple instructors, using several online platforms, and built a library of on-demand classes for our 600+ Oula Online Studio subscribers.
- Remotely trained a team of 4 administrative support staff and 20 instructors in the use and operation of live streaming cameras, encoding software and other technical features of the OTT streaming platform.
- Rebranded and overhauled the Oula Fitness website and social media channels, creating and collaborating with a team of contract developers, graphic artists, and copy writers.
- Initiated, planned, and successfully executed a four day, in-person Missoula based conference for 160 participants from around the U.S.
- Expedited the sale of Oula Fitness from original founder to new principal owner in August 2021.

### Key Accomplishments, Marketing Director:

- Identified business growth opportunities and spearheaded marketing efforts in several new U.S. markets.
- Developed and implemented a strategy of creating and rolling out quarterly marketing plans to attain yearly planning objectives.
- Redesigned and integrated online marketing materials while over-seeing company brand guidelines.
- Provided community outreach, media/vendor relations, crisis management and developing cohesive communication strategies.
- Analyzed data from a mix of internal and external survey platforms to determine areas for improvement and increasing revenue.
- Edited and produced weekly podcast, 'Mind-Body Stuff', launched through multiple audio platforms, including Apple, GooglePlay and Spotify.

[ALLA PRIMA POCHADE](#), Missoula, MT

Jan. 2007-Present

**Co-Owner**

Alla Prima Pochade is a small e-commerce business that produces lightweight, portable painting boxes for plein air artists worldwide. Co-Owner and serve as the director of marketing, financial director, customer service and communications, shipping, and order fulfillment principle.

### Key Accomplishments:

- Handle all the financial responsibilities including bookkeeping, operations budget, and supply chain management with a revenue of \$150k annually.

## PROFESSIONAL EXPERIENCE, CONT.

- Create online marketing strategy and built company's identity and social media presence across Instagram and Facebook, growing the Instagram followership to over 2300+ to date.
- Oversee creation of new store site on the Shopify e-commerce platform, enabling improvements in order tracking, payments, shipping, and customer communication.
- Individually correspond with new and former clients to meet unique customization requests, shipping needs and timeline goals.

UNIVERSITY OF MONTANA, Missoula, MT

JULY 2005 -JAN. 2017

### INTERNATIONAL ENROLLMENT & RECRUITMENT

Served as UM's primary international recruitment specialist for 12 years. Increased international student enrollment by 53% from 421 students from 54 countries to 800 students from 81 countries.

#### Key Accomplishments, Associate Director, International Enrollment, Oct 2014 – Jan 2017

- Analyzed data from Open Doors Reports and a variety of other sources to determine the most effective utilization of the \$100,000 international recruiting and marketing budget.
- Developed and executed a marketing and communication plan leveraging Hobsons CRM to manage relationships with prospective international students.
- Designed the current International Admissions section on the Global Engagement Office website utilizing UM's Ponderosa Templates.
- Centralized international admission application process for undergraduate students into one office therefore streamlining the process and cutting admissions decisions time by half.
- Executed international credential evaluations for all undergraduate and graduate applicants utilizing Banner, CollegeSource and other credential evaluation platforms.
- Managed data base and assisted in the evaluation and awarding of over \$350,000 in merit and need-based scholarships to international applicants.
- Maintained comprehensive institutional records of international students at UM and created enrollment reports from Fall 2014 – Spring 2017.

#### Key Accomplishments, Assistant Director, International Recruitment, Aug 2011- Sep.2014

- Responsible for helping to recruit the 3 largest classes of international students in UM's history: Fall 2013, Fall 2014, Fall 2015.
- Developed all international marketing materials and web-based communications to enhance cross-channel recruitment efforts, including materials translated to Japanese, Mandarin and Cantonese.
- Streamlined International Orientation to include all segments of incoming international populations and created a cohesive process for advising and course registration.
- Built and fostered strategic relationships with campus stakeholders and a variety of constituencies including high school & college counselors, higher education leaders, and government officials in UM's key international markets: Japan, China, Malaysia, Saudi Arabia and Brazil.
- Co-created and supervised the Undergraduate Recruitment Student Associate (URSA) program and curriculum to train student associates in professional development throughout their years employed in the office of Enrollment Services.

#### Key Accomplishments, International Admissions Counselor, July 2005 – July 2011

- Planned and represented UM at recruitment events in 15 countries and 10 states, including travel for up to 12 weeks per year.
- Organized and conducted daily campus visits and receptions with prospective students and their families.
- Advised prospective and matriculated international and domestic students regarding requirements associated with admissions, scholarships, and other academic opportunities at UM and abroad.

## EDUCATION

**Master's in Education, Educational Leadership**, University of Montana, Missoula, MT, May 2011

**Bachelor of Arts, Biology & Biology Education**, University of Montana, Missoula, MT, May 1996