

Julia George

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SUMMARY

Delivery Program Manager with five years of experience coordinating digital marketing programs across healthcare and business to business environments. Leads multichannel campaigns from requirements through launch, monitoring, optimization, reporting, and completion across email, **programmatic media**, **paid search**, and social channels. Translates business objectives into channel plans, launch criteria, reporting cadences, and engagement goals. Builds, tests, and deploys Salesforce campaigns while using **Airtable** for workflow tracking and **Tableau** for performance analysis. Applies HTML and CSS knowledge during email quality assurance and troubleshooting. Manages concurrent contractual timelines, identifies **delivery risks** early, resolves issues independently, and keeps marketing, analytics, media, and client delivery teams aligned through clear communication. Ready to contribute practical program leadership, thoughtful campaign execution, and reliable performance reporting in a **remote environment**.

EXPERIENCE

Senior Digital Program Manager

March 2025 - Present

BluePeak Health Media

Remote

Leads concurrent sponsored healthcare marketing programs across email, programmatic media, paid search, and social. Owns channel planning, Salesforce execution, Tableau analysis, Airtable tracking, email quality assurance, stakeholder reporting, and risk resolution for programs with contractual delivery timelines.

- Directed sponsored healthcare programs across four channels, aligning plans with engagement goals and deadlines.
- Built **Salesforce** workflows, coordinated test sends, and released approved campaigns on schedule.
- Reviewed daily **Tableau** KPIs and adjusted execution for pacing and audience response issues.
- Maintained **Airtable** trackers showing status, risks, decisions, dependencies, and stakeholder deadlines.
- Led HTML and CSS **email** quality checks for links, layouts, tracking, and copy accuracy.
- Translated **programmatic media** needs into specifications and **reporting** expectations, resolving gaps before escalation.

Digital Marketing Program Manager

January 2023 - February 2025

Meridian Patient Engagement

Durham, NC

Managed healthcare audience campaigns from intake through reporting, coordinating email, paid media, and social delivery. Converted campaign briefs into execution plans, operated Salesforce **marketing automation**, maintained Airtable workflows, developed Tableau reporting, and supported copywriting, optimization, and issue resolution.

- Managed **healthcare** campaigns from intake through reporting across email, paid media, and **social**.
- Converted briefs into plans covering audiences, creative inputs, quality checks, launches, and measurement.
- Created Salesforce automation campaigns and caught segmentation, copy, link, and formatting issues.
- Built Airtable milestone workflows that exposed blocked approvals before scheduled launches.
- Produced Tableau views connecting engagement results with campaign objectives and **optimization** decisions.
- Drafted email copy and resolved fast moving delivery issues within contracted schedules.

Digital Marketing Coordinator

October 2021 - December 2022

Oakline Communications

Charlotte, NC

Coordinated **digital marketing** programs for business to business accounts, supporting email, paid search, social, and digital media delivery. Prepared Salesforce campaign components, maintained Airtable records, compiled Tableau reporting, applied HTML and CSS during email reviews, and communicated changing priorities across client teams.

- Coordinated email, **paid search**, social, and digital media activities across active client programs.
- Prepared Salesforce components and test deployments, verifying audiences, links, content, and tracking details.
- Maintained Airtable records for assets, approvals, due dates, and **launch** status.
- Compiled Tableau metrics and status reports highlighting pacing, engagement, and delivery exceptions.
- Applied **HTML** and **CSS** fundamentals while correcting straightforward email formatting issues during reviews.
- Developed client email copy and documented risks during changing campaign requests and deadlines.

PROJECTS

Healthcare Campaign Reporting Program 📅 2024

A reporting initiative connected Tableau views with campaign objectives, engagement signals, and delivery updates. Clearer reporting helped stakeholders make practical channel decisions during active healthcare programs.

Responsive Email Quality Initiative 📅 2022

A focused quality initiative used HTML and CSS checks for links, layouts, copy, and tracking. Preflight reviews helped campaign teams address content issues before scheduled deployments.

LEADERSHIP & AWARDS

- Recognized by healthcare marketing leadership for dependable delivery across concurrent sponsored programs.
- Selected by program teams as a trusted resource for Salesforce campaign quality reviews and reporting.
- Commended by client delivery partners for clear status updates during changing campaign priorities.

EDUCATION

Bachelor's Degree in Communication
University of North Carolina at Charlotte GPA: 3.7
Coursework: Digital marketing, business communication, media planning, analytical methods

2021
Charlotte, NC

CERTIFICATIONS

- Salesforce Marketing Cloud Email Specialist 📅 2024
- Tableau Desktop Specialist 📅 2023

TECHNICAL SKILLS

- **Marketing Platforms:** Salesforce, Airtable, Tableau
- **Campaign Channels:** Email, paid search, social media
- **Programmatic Media:** Media planning, business specifications, reporting
- **Email Development:** HTML, CSS, responsive email
- **Campaign Operations:** Launch planning, test sends, production releases
- **Analytics and Reporting:** KPI monitoring, Tableau dashboards, engagement reporting
- **Project Management:** Campaign planning, status tracking, delivery timelines
- **Quality Assurance:** Email QA, link testing, content review
- **Marketing Automation:** Salesforce workflows, audience criteria, campaign deployment
- **Communication Tools:** Email copywriting, stakeholder updates, client reporting
- **Healthcare Marketing:** Sponsored programs, patient engagement, pharmaceutical marketing
- **Optimization Methods:** Pacing review, audience response, channel adjustment

SKILLS

- Digital program management
 - Client delivery
 - Multichannel campaigns
 - Business analytics
- Project management
 - Healthcare marketing
 - Email marketing
 - Programmatic media
- Paid search
 - Social media
 - Salesforce
 - Airtable
- Tableau
 - Email copywriting
 - Risk management

PROFESSIONAL AFFILIATIONS

- Member, American Marketing Association, supporting continued growth in digital marketing practice.
- Member, Healthcare Marketing and Communications Council, sharing practical campaign delivery insights.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST