

**Profile:** A results driven marketing & advertising innovator with a strong focus in strategic digital, wireless and social integration.

- A wise planner and program developer
- Excellent at social and people skills
- An intelligent contract negotiator and closer
- Great at managing budgets
- Have a keen eye w/ fraud detection
- Loyal contributor and team player

## OBJECTIVE

To yield remarkable, lasting results through innovative insight & integrated improvements to brands, activating authenticity for its demographic & target market.

## ADVERTISING SALES - PRINT & ONLINE

December 2010 – Present

### **J. HILL MANAGEMENT, Inc**

New York, NY

Integrated Marketing/ Mobile Notary & Closer/ Business Formation Agent

Create integrated strategies for brands. Develop and expand new & existing customer sales, brand evolution, and media endorsement beyond expectations. Provider of reliable business formation & incorporation services. 24 Hour Mobile Notary & Closing agent for banks, title companies, inscribing agents, politicians, etc.

## INTEGRATED MARKETING & ADVERTISING

May 2008 — Present

### **HIP HOP WEEKLY MAGAZINE**

New York, NY and Miami, FL

National Marketing & Advertising Sales Director

Organize authentic digital packages for all advertisers, and integrate new media to capture more value from ad campaigns. Implement print, SEO, SEM, out-of-home, viral video interactivity that increase ad sales for the award winning Hip Hop Weekly Magazine.

*Sold over 250k in Advertising Media Sales (print) with over 100k in Online Media Sales in the first 3 years of the company's existence.*

Managed and sold media to the following advertisers: Pelle Pelle, Mastermind Records, Universal Rec, Gary Group, Sony Pictures, Ciroc, various Indi-Artists, Sheikh Music, American Media Marketing, Sean John, SRC, Atlantic Rec, Lugz

## WEB DESIGN & DIGITAL DEVELOPEMENT

May 2011 — Present

### **NotaryPublicOfNewYork.com**

New York City, NY

Co-Founder/ Web Designer & Developer

Developed and programmed a professional platform and resource to locate prudent Notaries Public and Signing Agents commissioned in NYS.

## OUT-OF-HOME / BILLBOARD ADVERTISING

Mar. 2004 — April 2006

### **A1MG OUTDOOR ADVERTISING/ V2 MEDIA PARTNERSHIP**

New York, NY

Independent Contractor/ New Media Director

Managed the sales of all levels of outdoor advertising; i.e. billboards, MTA Ads, poster sniping, murals, street teams. Negotiate reseller agreements with billboard agencies (Viacom/ CBS Outdoors, Clear Channel Outdoors, Van Wagner) to maximize ROI for the company. [www.A1MG.com](http://www.A1MG.com)

*Brought in over 4 million dollars in advertising revenue. Advertisers include:*

- Universal Records
- Sean John
- Badboy Worldwide
- Vitamin Water
- Warner Bros Music
- Reebok
- 50 cent – G Unit
- K-Swiss
- Island/Def Jam
- Southpole,
- Gale Group
- Interscope Records

## BEVERAGE BRAND MARKETING

April 2002 — Sept 2003

### **SNAPPLE BEVERAGE GROUP, INC.**

Maspeth, NY

Independent Contractor/ Integrated Brand Manager

Increased sales & awareness of the Snapple product line at local bodegas, community & sporting events, through integrated marketing activities & product placement in urban zones of NYC. Program goals were successfully achieved and this initiated proposals to carry Snapple brands in NYC schools.

## WIRELESS/ MOBILE MARKETING & ADVERTISING

June 2001 — Present

### **2wayAlert.com®, MOBILE CONCIERGE**

Wilmington, DE

Co-Founder/ President /Chief Marketing Officer

1<sup>st</sup> music content distribution site for 2way pagers & other wireless devices

Provider of wireless text blasts and ring tones to promote new music, high profile events, album release dates, book signings, NBA and NFL Drafting events, and celebrity happenings. Generated close to 1M in media sales. Honored w/ several RIAA certifications acknowledging 2wayAlert®'s work. Clients include: NFL Players Association, Badboy Ent, Dave Chappelle, KBA Marketing, DraftWorldWide, Universal Rec., Warner Bros, Sony, EMI, etc.

## INTEGRATED COMMUNITY MARKETING

March 1999 — Nov 2001

### **COCA-COLA COMPANY – USA**

New York, NY

Project Manager/ Integrated Brand Manager -Operations

Managed historic Coca-Cola community marketing program focused on supporting New York City innovative teen lifestyle. Connected the Classic brand with highly influential “urban celebrity” icons and establishments.

*Managed a 2M per year budget and saved over \$600K*

Utilized budget savings to support innovative urban community programs. Ie. Charter Schools, Park renovation, Harlem Children zone, etc.

## DIGITAL CONTENT PRODUCING/ EDITING

June 1996 — July 1998

### **MAJOR LEAGUE BASEBALL PROPERTIES**

New York, NY

Associate Producer/ Web Developer

Developed web content for players and teams for Major League Baseball Properties (MLB@Bat). Collaborated daily with Fox Sports Interactive to integrate and expand MLB's website presence via programming. Created thousands of pages of content to promote a multi-digital fan fare experience that resulted in the creation of [www.MajorLeagueBaseball.com](http://www.MajorLeagueBaseball.com)

**GRASSROOTS/ RETAIL/ RADIO/ EVENTS MARKETING – MUSIC INDUSTRY**

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June 1996 – Oct 1999  
**EMI  
RECORDS/CEMA**  
New York City, NY  
Independently  
Contracted by Urban  
Music Dir.

Nov 1996 – Sept 1997  
**ARISTA  
RECORDS/ BMG**  
Atlanta, GA  
Independently  
Contracted by SE  
Music Dir.

June 1991 – Sept 1999  
**UPTOWN  
RECORDS/ MCA**  
New York City, NY  
Independently  
Contracted by VP of  
Promotions

Coordinated grass-root, retail, club and radio, integrated activities that increased sales significantly, online & offline for Mary J. Blige, Jodeci, Heavy D, Wu-Tang Clan, AZ, Nas, Notorious BIG, Tupac, Janet Jackson, Lost Boyz, Master P, Whitney Houston, Puff Daddy, etc. Promoted & monitored artists' radio airplay progress on BDS, Soundscan & Billboard. Awarded several RIAA plaques complimenting gold & platinum sales.

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**EDUCATION**

1996 — 1998  
**SAINT JOHNS UNIVERSITY**  
Queens, NY  
Bachelor of Science

Communications Major- **Business of Radio, Television & Film**

1992 — 1995  
**CLARK ATLANTA UNIVERSITY**  
Atlanta, GA  
Associates Degree

Mass Communications Major- **Radio, TV & Film Broadcasting**

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**CERTIFICATIONS**

- NNA Member
- NSTP Member

- Licensed Real Estate Salesperson
- EPS Financial Compliance & Assessment Certification

- Citation from Queens Council Office - Leroy Comrie
- Citation from Bronx Council Office – Ruben Diaz Jr. (CCNYC)

- Licensed Notary Signing Agent
- Certified Tax Preparer

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**REFERENCES**

References are Available upon request.

<http://www.linkedin.com/in/julianhilljr>