

# JULIE EDISON

## PROFESSIONAL SUMMARY

Passionate and experienced in planning, coordinating and executing events; including managing logistics, budgets, merchandise, and staff. Excellent written and verbal communication, organization, and interpersonal connections. Skilled at building strong relationships with colleagues, venues, vendor relations, and clients.

## EXPERIENCE

### Internal Communications & Event Manager

January 2025 – Present | Marketing Agency, Lehi, UT

Client: Credit Union

- Strategically developed and executed detailed event plans in partnership with a venue manager, ensuring brand visibility and audience engagement.
- Conducted year-over-year analysis of promotional inventory; managed procurement of new branded swag aligned with campaign KPIs and client acquisition strategies.
- Designed and launched high-conversion landing pages to support ambassador recruitment, giveaway campaigns, and internal communications.
- Collaborated with executive and marketing teams to craft a unified, brand-centric event strategy that spanned onsite activations and digital engagement.
- Created and executed automated communication workflows and social media content strategies to support event promotion.
- Spearheaded sponsorship activation for local community events.
- Delivered measurable impact through integrated event marketing efforts, driving brand awareness, lead generation, and community goodwill.


Client: CPA Firm


- Advised on trade-show attendance, booth set-up, activations, attire, swag and contract negotiation.
- Managed tradeshow logistics and stakeholder coordination while managing multiple event logistics for other clients.

Internal Event Manager

- Planned and executed high-touch client appreciation events, including ballet nights with pre-show hors d'oeuvres, client-employee ski outings, kayaking adventures, concerts, and charity golf tournaments.
- Developed all supporting event assets including branded landing pages, email invitations, RSVP tracking, and post-event communications.
- Managed logistics: venue coordination, food and beverage, swag procurement, employee staffing, standard operating procedures (SOPs), and cross-functional relationships
- Collaborated with executive leadership to strengthen client relationships through strategically aligned event experiences and communication efforts.
- Authored and implemented comprehensive SOPs for repeatable, scalable event planning and execution processes.
- Spearheaded visibility-focused event initiatives and identified new local and national opportunities to expand brand presence.
- Ensured seamless integration of event strategy into broader marketing and business development goals, enhancing brand positioning and client retention.

## CONTACT

 801-554-6355

 [edison.julie@gmail.com](mailto:edison.julie@gmail.com)

## EDUCATION

**Bachelor of Arts (B.A.) Mass  
Communication Technology  
(Marketing)**

December 2008

University of Utah

## SKILLS

- Event Strategy & Execution
- Marketing & Promotion
- Project Management & Logistics
- Technology Integration
- Process Innovation
- Client & Stakeholder Communication
- Contract Literacy
- Compliance Oversight
- Budget Management
- Community & Network Building

## LANGUAGES

- **English**  
Fluent
- **Spanish**  
Beginner

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## EXPERIENCE CONT.

### Founder & Event Manager

June 2015 – Present | BOLD Productions, Draper, UT

- Founded and lead BOLD Productions, overseeing all aspects of planning, marketing, and execution for large-scale dance competition events catering to private dance studios.
- Strategically manage event budgets, venue coordination, merchandising, vendor relations, staff training, and multi-channel communications.
- Orchestrate complex logistics for 800–1,000 participants, over 3,000 attendees, and a team of 15–20 employees per event.
- Developed and implemented digital infrastructure for events, including online registration, audio/video adjudication, and live-streaming capabilities.
- Enhanced audience experience and event efficiency through health and safety protocols, dynamic event schedules, and branded merchandise programs.
- Built and managed partnerships with vendors and sponsors to support operational needs and drive additional event revenue.
- Created and executed integrated marketing campaigns to increase event visibility, participant enrollment, and brand loyalty.

### Commercial Insurance Broker

June 2014 – January 2024 | One Stop Insurance, Draper, UT


- Manage a \$2.5M+ portfolio of commercial insurance policies, serving over 100 companies and hundreds of individuals with personalized policy guidance and support.
- Ensure compliance with financial regulations and contracts, maintaining high standards of accuracy, transparency, and ethical responsibility.
- Demonstrate strong financial contract literacy, supporting clients through complex coverage decisions and claims processes with clarity and confidence.


### Regional Director

September 2014 – January 2021 | BNI Utah North

- Supported chapter growth across the region by coaching members on interpersonal networking strategies, relationship-building, and referral-based business development.
- Planned and executed local and regional networking events, including venue selection, invitation management, RSVP tracking, and day-of-event coordination.

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## Tech & Tools

- Google Suite
- Adobe Suite
- HubSpot
- Teamwork
- Meta Business
- Canva
- Microsoft Office Suite
- Google Analytics
- Word Press
- Stripo
- Podium