

Julie Pascault

Northridge, CA

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With more than half a decade of hands-on involvement in web development and digital marketing, I've collaborated with a diverse range of professionals on a global scale. Together, our efforts have successfully captivated target audiences spanning across 50+ countries, delivering compelling messages in over 15 languages to drive impactful outcomes.



QUALIFICATIONS HIGHLIGHTS

- **Project Management:** Proficient in overseeing end-to-end project lifecycles, from website development to digital marketing. Experienced in leveraging teams and resources to drive strategic initiatives.
- **Global Collaboration:** Adaptable to diverse environments, I collaborate with professionals worldwide to tailor solutions for audiences across 50+ countries and 15+ languages, ensuring impactful outcomes.
- **Multimedia Design Skills:** Proficient in Adobe Creative Cloud suite, including Photoshop, Illustrator, Lightroom, Premier Pro, and XD, enabling the creation of visually compelling content to enhance brand identity and engagement.

EXPERIENCE

Global Social Digital Media Manager | AIDS Healthcare Foundation, Los Angeles, CA | June 2020 - Present

- Spearheaded web development for 47+ country programs, collaborating closely with cross-functional teams.
- Developed targeted digital marketing strategies across Google Ads, YouTube Ads, Facebook, and other platforms to drive traffic and engagement.
- Empowered remote colleagues across various countries with digital skills through comprehensive training sessions.

Digital Consultant | Freelance, Remote | September 2019 - Present

- Evaluated client goals, ROI expectations to deliver comprehensive website projects and tailored marketing strategies.
- Stayed updated on industry trends to bring innovative solutions and best practices.

Digital Media Coordinator | AIDS Healthcare Foundation, Los Angeles, CA | June 2019 - 2020

- Developed websites from concept and wireframe to maintenance.
- Focused on website development and traffic generation to enhance online visibility.

SKILLS

WEB DEVELOPMENT

WordPress

WP Engine

Cloudflare

Google Domain

GoDaddy

Cookie consent banners and policies for US & global data privacy compliance

Programming languages:

HTML

CSS

JavaScript

Python

Java

TypeScript

Frameworks/Libraries:

Bootstrap

jQuery

Django

Flask

Spring

Express.js

Angular

React

Mongoose

Node.js

AWS EC2

EDUCATION

Certificate of Completion, Full Stack Programming (Python, Java, MEAN) | March 2019 | Coding Dojo – Burbank, CA

Completed a comprehensive program covering algorithms, HTML, CSS, JavaScript, Python, Java, and the MEAN stack. Over 1000 hours of hands-on coding experience, proficiency in diverse technologies.

Certificate of Completion, Full Stack Programming (Python, Java, MEAN) | March 2019 | Coding Dojo – Burbank, CA

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Computer Programming | August 2017 | Pierce College – Woodland Hills, CA

Programming using HTML, CSS and JavaScript.

Computer Networks - Cisco | August 2016 | Pierce College – Woodland Hills, CA

Understanding of the computer network system and API history.

High School Diploma | June 2013 | Lycée de l'Arche Guédon, Torcy, IDF, France

LANGUAGES

English - Full Proficiency.

French - Native.

APIs/Protocols

JSON

AJAX

GitHub

Software/Dev Tools

MySQL

NoSQL

MongoDB

Git

VS Code

DIGITAL MARKETING

Search Engine Optimization (SEO)

Google Business Profile (GBP)

Advertising

PPC Campaign Management

Facebook Advertising

Google Ads

Smart Campaigns → (GBP)

YouTube Ads

Google Ads Manager

Analytics:

Google Analytics

Google Tag Manager

Facebook Pixel

Surveys - Microsoft Forms

Click-through analysis

QR code generation branding, management & analysis

GRAPHIC DESIGN & MULTIMEDIA

Adobe Creative Cloud

Adobe Photoshop

Adobe Lightroom

Adobe Illustrator

Premier Pro

Adobe XD