

# 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+ countries' program websites, collaborating with cross-functional teams.
- Crafted targeted digital marketing strategies across Google Ads, YouTube Ads, and Facebook to drive traffic and engagement.
- Empowered local colleagues 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 to clients.

### 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.

### 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