

Julianna Bruni

MARKETING SPECIALIST

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Atascadero, CA

PROFILE

Strategic marketing and communications specialist with a focus on digital strategy, brand development, and creative production within the wine industry. Known for executing omni-channel campaigns, driving consumer engagement, and leading collaborative projects across departments. Brings a creative eye and data-informed mindset to brand storytelling, with experience guiding design, photography, vendor relations, and DTC initiatives. A driven collaborator known for leading with integrity, creative clarity, and cross-functional alignment.

EDUCATION

BBA MARKETING
Dallas Baptist University
2016 - 2020

Graduated Cum Laude
3.75 GPA

*Currently exploring WSET
certification to deepen wine
industry knowledge.*

SKILLS

Creative Tools

Adobe Creative Suite: InDesign,
Illustrator, Photoshop, Lightroom,
and Premier Pro

Marketing Platforms

Mailchimp, Campaign Monitor,
Buffer, Trello, and Hootsuite

Web/Analytics

WordPress, Google Analytics
(prior), and basic HTML/CSS

Productivity

Microsoft Office: Excel,
PowerPoint, and Word

Wine/DTC Software

WineDirect and Commerce 7

Scan to visit my
online portfolio.



EXPERIENCE

MARKETING COMMUNICATIONS SPECIALIST Sept. 2023 - Current
The Craig Stoller Collection | Paso Robles

- Developed and executed strategic campaigns across 3+ wine brands, increasing brand awareness and DTC engagement while supporting both e-commerce and hospitality goals.
- Led cross-functional project management for key initiatives (e.g., Holiday Catalog, US Sailing launch), aligning marketing, wine club, sales, accounting, and tasting room teams to meet creative and commercial objectives.
- Created brand standards and asset libraries for wholesale and event partners, ensuring consistency across national and regional brand activations.
- Used Mailchimp and social analytics to guide campaign pivots, proposing customer segmentation and personalized content strategies based on audience behavior.
- Acted as interim Senior Marketing Manager (Jul–Nov 2024), owning communication strategy, campaign timelines, and digital planning during leadership leave.
- Managed vendor relationships, evaluating cost-effective solutions and overseeing production logistics from concept to delivery.
- Designed digital and print assets for wholesale and DTC initiatives.
- Produced professional photography for digital, print, and e-commerce, enhancing brand consistency across all channels.

MARKETING MANAGER Sept. 2022 - Sept. 2023
Midnight Cellars | Paso Robles

- Directed social media strategy and execution, launching the brand's TikTok presence and producing all visual content including photo and video.
- Created and maintained front-end website updates, improving visual alignment and user navigation with light HTML/CSS.
- Gathered informal consumer insights to inform tasting room promotions and content strategy, contributing to increased traffic and club conversion rates.
- Designed advertising collateral including print ads, banners, and handouts.
- Captured and edited high-quality lifestyle and product photography for digital, print, and e-commerce.
- Delivered elevated guest experiences in the tasting room, supporting daily operations and customer service.

ADMINISTRATION & MARKETING Feb. 2021 - Feb. 2022
Genske, Mulder & Company | Visalia, CA

- Built and executed a digital marketing program focused on SEO, visibility, and brand presence for a boutique accounting firm.
- Created branded collateral including logos, business cards, jackets, and holiday cards tailored for client engagement.
- Managed vendor budgets and oversaw project logistics for the annual holiday gifts.
- Supported financial operations including invoicing, reconciliations, and communications.