



Contact

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[Portfolio](#)

[LinkedIn](#)

Education

2014

BA, History & Anthropology

University of Colorado at Boulder

Skills

- Budget management and creation
- Client Relations
- Creative ideation
- Concept development
- Data-driven decision making
- Event management
- Experiential marketing & production
- Figma
- Manage content development & creation
- Monday.com, Work Front, Jira
- New Team Onboarding, Team Development, Training and Mentorship
- Problem solver
- Project management
- Print production
- Social media
- Strategic direction & planning
- Vendor management
- Web management

Career Highlights

- Fruit of the Loom:
 - [Subliminal stunt - NY, Summer X- Games activations, Lollapalooza sponsorship](#)
- [Walmart Big Homecoming pop up](#)
- [INFINITI Boston Marathon sponsorship](#)
- Kraft Big Noodle activations
- [Jose Cuervo National Tequila day 2017](#)

Julia Alvernaz

Senior Creative Project Manager

A skilled and resourceful creative problem-solver with 10+ years of experience working with major brands like Uber, Google, Fruit of the Loom, and Kraft. Build and execute successful project plans from conception to execution on a wide variety of projects including experiential, video, in-app, web, CRM, and social. Ensure that projects not only meet but exceed client expectations, resulting in impactful deliverables that resonate with audiences.

Experience

March 2021 - Present

Media Monks | San Francisco, CA

Senior Creative Project Manager

- Lead the progress and delivery of multiple creative digital products and integrated campaigns for top brands including Uber, Walmart, and Google
 - Oversee and manage all project burn (\$5K-\$300K/project)
 - Allocate, review, and approve project time for all creative team members
 - Develop schedules and maintain timeline expectations
 - Collaborate with cross-functional teams including account, creative, and finance as well as external partners to ensure on-strategy and on-brief work is delivered
- 57% YoY revenue increase across all Uber line of business since 2021
- Onboard and lead new team members to internal Uber account, including new Senior Project Managers, to help maintain and grow business
- Embed PM for Mobility, Safety, Earner (drivers), Eats (consumer), Eats (Merchant) and Sustainability work
- Over summer 2022, led experiential producer for Walmart pop up experience in collaboration with The Big Homecoming event and HBCUs in Atlanta, GA
- Led the launch comms for new products Uber Group Rides and Uber Group Orders

May 2019 - Feb. 2021

Hawkeye Agency (Formerly Epsilon) | San Francisco, CA

Digital Project Manager

- Oversaw and deployed integrated marketing programs for Google business
 - Google Photos, REWs, AMP, Actions on Google
 - Launch email campaigns to over 1mill+ customers for Google Photos
- Managed day-to-day client relationships and project deliverables, including developing project scopes, timelines, budgets, and staffing plans, and QA processes for work
- Work cross functionally with strategy, creative, dev, and QA teams to ensure successful delivery of all project components and meet client expectations
- Spearheaded cross-functional teams to successfully deliver projects on time and within budget

Oct. 2014 - April 2019

Crispin Porter & Bogusky | Boulder, CO

Experiential Producer

- Strategically planned, created and launched complex, large-scale integrated campaigns for various clients including Dominos, Infiniti and Jose Cuervo (specializing in meaningful experiences to strengthen brand loyalty)
 - Developed 30+ experiences, events, sponsorships and pop-ups
- Responsible for all project documentation, logistics and budget management (\$10K-\$1mil), vendor sourcing, site build-outs, permitting and insurance, and post-event analytics reporting
- Mentored and led Jr. Producers to help guide work, skill development, and growth
- Worked cross-functionally with internal and external teams including creative, strategy, business affairs, production, social and account teams