

Tara Jennings

I have worked with Julie Grosse for eight years, both as a staff Marketing Manager and as a freelance graphic and web designer. During that period she has worked for three different companies and has held the title of Director or Vice President of Marketing through several mergers and acquisitions. Julie was directly responsible for the marketing budget, trade shows, advertising, and campaigns, as well as developing business plans and maintaining a capable and knowledgeable staff. I have found her to be an outstanding leader and mentor; Julie has a passion for her work that is rarely seen.

Julie is an intelligent, motivated and hands-on individual. She is more than capable of managing a complex marketing organization or of creating the bulk of a company's communications on her own. I have provided design services for her when she was a company's only full-time marketing staff. And I have seen her work with a team to produce high-quality marketing concepts and materials, never missing a deadline.

As part of her former responsibilities, Julie researched competitors in our sector and developed concepts on new technologies and areas of opportunity. Peers in my field would often tell me that Julie was interesting to talk to and developed credible content that accurately targeted the intended audience. I believe that developing quality marketing materials in a competitive industry that deliver a memorable message is the responsibility of any senior marketing person, and Julie's work in this field is an excellent case in point.

If you would like additional information about Julie, you can telephone me at 425.432.3530.

Sincerely,

Tara Jennings
Graphic Artist and Web Designer