

Julia Barrow Gatten

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Communications strategist and leader ready to bridge the gap between vision and impact through brand development, content creation, and data analysis. Proven record of translating big ideas into actionable plans through dynamic facilitation and motivating others to succeed.

HIGHLIGHTS

Brand development
Project management
Content strategy & creation
Team building & leadership
Stakeholder engagement
Work session facilitation
Global collaboration
Process improvement
Data analysis & metrics
Storytelling frameworks
Fundraising campaigns
Email marketing results

VOLUNTEER WORK

Showing Up for Racial Justice
Denver Black Ice Rugby
Hands Up for the Children

THOUGHT LEADERSHIP

Nonprofit Optimist Episode 41: Branding for nonprofits with stakeholder input

Nonprofit Optimist Episode 42: Blogs, email & videos for nonprofits

Leroux Miller, Kivi. *The Nonprofit Marketing Guide*. John Wiley & Sons, Inc, 2021, pp 211-212.

TESTIMONIALS

"In 20 years, I don't recall ever seeing anyone get up to speed so fast. Julia is confident, highly organized, an extremely clear communicator, down-to-earth, and thoughtful."

"Julia's expectations pushed me to be better without pushing me over the edge. She went above and beyond to help me, and if I was struggling, I could talk to her to devise a strategy to fix the problem."

RECENT PROFESSIONAL EXPERIENCE

Marketing & Communications Director 2022 - Present

The Narrative Enneagram

- Cultivate values-based strategy and culture as part of the leadership team and Diversity, Equity, Inclusion, and Belonging Committee
- Enhance permission-based marketing to improve the customer journey and reach the right audience with the right opportunities
- Increase reach and engagement through optimizing Google Ad Grants, paid advertising, lead forms, and social media
- Developed organizational architecture to guide strategic planning

Communications Project Manager 2020 - 2022

Wings Foundation

- Directed \$100k rebranding and website overhaul alongside creative agency with surveys, work sessions, focus groups, and testing
- Managed process to create 46 webpages and resource articles in updated brand voice with input from subject matter experts
- Facilitated new internal practices leading to 3x meeting efficiency and 1.5x personal productivity in 6 months (based on surveys)
- Migrated email marketing, donations, and events to an integrated system that reduced frustration and increased effectiveness

Communications Director 2017 - 2020

Daring Girls (formerly AfricAid)

- Orchestrated rebranding to update positioning, key messages, tagline, and visual assets with input from US and Tanzanian teams
- Led and evaluated all communications strategy, content creation, and digital marketing for fundraising, grant proposals, and events
- Hired, supervised, and motivated over 20 interns and 2 long-term volunteers to increase capacity and accelerate growth
- Doubled annual income in 4 years with 2.5 US staff, enabling us to expand programs and reach 7x the number of Tanzanian girls
- Established 3 storytelling frameworks to equip our growing program staff to share weekly success stories with supporters

External Relations and Operations Coordinator 2016 - 2017

Daring Girls (formerly AfricAid)

EDUCATION

Nonprofit Marketing & Strategic Communications Certificate 2019
Arizona State University

Master of Arts, International Human Rights 2012
Josef Korbel School of International Studies, University of Denver

Bachelor of Arts, History 2009
Furman University