



Julia Munder

International Marketing Director | Global Brand Strategist | Media & Communications Consultant

📍 York, UK

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Links

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Languages

French (Basic)

English (Native)

German (Native)

About

A detail-oriented and driven international marketing professional with 10 years of experience in e-commerce, digital marketing, and international communications. I'm a strong advocate for all things creative and analytical - yes, they can work together!

My specialisms include brand strategy, growth marketing, localisation and combining data and creatives to optimise marketing and communication processes and ensure all KPIs are met. Having recently been quoted as a marketing expert by the likes of Marketing Week, NatWest and Econsultancy, I regularly speak on international localisation, content and marketing strategy and have recently been nominated for the Drapers Innovator Award 2021.

AWARDS

Winner - Drapers Accessory Brand of the Year (2021, Maxwell-Scott)

Winner - Bronze Globee Award

Executive Hero of the Year | Effective Leadership During COVID-19 (2021)

Nominated - Drapers Innovator Award (2021)

BRANDS WORKED WITH

Ancestry

High Voltage SEO

Maxwell Scott

Experience



● MARKETING CONSULTANT

Ancestry | Apr 2022 - Aug 2022

- Plan and drive marketing activity to meet acquisition and retention targets
- Manage the in-country digital agency to deliver paid media strategy
- Identity, plan and execute marketing campaigns to achieve growth
- Monitor market trends and create insights to inform the strategy
- Internal point of contact for any rollout of German marketing or product initiatives; support teams with proofreading translations and informing localisation



● SEO CAMPAIGN MANAGER

High Voltage SEO | Feb 2022 - Now

- Creating SEO and digital strategies for clients
- Implementing creative search strategies and optimisation techniques
- Research using top industry tools
- Generating SEO-optimised content
- Project management and client communication
- Liaising with other team members to deliver project activities



● INTERNATIONAL MARKETING DIRECTOR

Maxwell Scott | Jun 2019 - Now

- Planning and overseeing the implementation and development of our new website during the recent Magento M1 to M2 migration
- Leading the company through the Covid-19 pandemic and Brexit challenges with 110% growth after 12 months
- Proven history of developing impactful and effective campaigns utilising all marketing channels and experience in building road maps to help them complement each other (Paid Media, SEO, CRM, Affiliates, Influencer, Content, Social)
- P&L understanding and ability to identify opportunities to drive profitable growth from key customer segments

- Responsible for growing European marketplace offering in partnership with Tradebyte and Amazon



● INTERNATIONAL MARKETING MANAGER

Maxwell Scott | Feb 2015 - Jun 2019

- Responsible for the global expansion of the business
- Responsible for the overall brand appearance across all marketing channels
- Proven track record of building and evolving international marketing and brand plans informed by commercial levers, strategy, data & insight
- Identifying new opportunities to drive the business forward, i.e. potential media partnerships, or uncovering general business efficiencies that increase revenue and profitability
- Forecasting, market research and understanding of consumer behaviour.
- Strong understanding of SEO, Google Adwords and Analytics
- Detailed understanding of data feed management and creation (Channelpilot, Shoptimised, Mirakl)



● INTERNATIONAL MARKETING EXECUTIVE

Maxwell Scott | Aug 2012 - Feb 2015

- Leading the expansion of the business in the German market
- Raising brand awareness in the DACH market through culturally targeted marketing and PR campaigns
- Daily management of the German-speaking websites
- Managing German Social Media channels, pushing the brand and ethos over all channels.
- Responsible for the content and copy of the German-speaking websites with an emphasis on brand and SEO
- Managing European shopping comparison and affiliate websites
- Supporting the PPC and Paid Media Team with language expertise

Education & Training

2013 - 2015

● University of Leeds

Master of Arts, International Communications

2008 - 2012

● Saarland University

Bachelor of Arts, Language Studies