

Julia A Krull
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EMPLOYMENT HISTORY:

February 2007
To Present

Destination St. Louis, Inc.—St. Louis, MO
Director of Business Development

Manage the day to day operations in the Sales and Marketing Department; a team of 3. Generate, Produce and Analyze all sales reports for the company which include sales forecasting and actual sales on a daily, weekly, monthly and yearly basis. Responsible for developing, writing, implementing and continue evaluation of company yearly sales and marketing plan, which includes a designated plan to target key accounts. Collaborate and design business plan, including engaged relationships with local partners to increase company and brand presence, leverage best options on behalf of clients. Direct all client leads to appropriate managers and departments. Creative development/design and writing of proposals plus sales execution for designated market. Develop and cultivate creative ideas and experiences. Actively qualify new leads and determine services required while managing budgetary requirements. Develop proposals and contracts based on requested services and logistical details relevant to client's specific needs, wants and hot buttons. Work with multiple accounts in various service needs under stringent deadlines. Assist in the development of timelines for events, manage vendor and client correspondence and execution. Manage client follow-ups and assist with the decision-making process.

May 1999
To
February 2007

The Saint Louis Symphony Orchestra—St. Louis, MO
Audience Development Director (May 1999-August 2006)
Director of Promotion and Sponsorship (August 2006- Present)

Researched and solicited new sponsors in St. Louis and other national markets for partnership with the Symphony. Worked with current sponsors to ensure maximum return on investment. Planned and worked on effective targeting of direct mail advertising (monthly), as well as individual concert promotions utilizing print and broadcast advertising promotions. Researched and determined advertising for concerts and events. Responsibilities included formulating and implementing marketing initiatives and strategy to increase ticket sales and awareness of the Symphony, including young audience programs and referral programs. Envisioned and implemented group sales marketing. Designed and implemented advertising and outside promotions to encourage attendance and awareness of SLSO. Oversaw marketing managers/coordinators in their initiatives to promote Symphony events. Planned and managed annual budget for marketing department. Studied trends to determine success of future events. Produced events in conjunction with Symphony events designed to enhance the customer experience.

June 1995
To
May 1999

President Riverboat Casinos & Gateway Riverboat Cruises—St. Louis, MO
Tour and Travel Account Executive

Responsible for establishing group business in local, regional and national tour markets; and working with the day to day operations of group activities on the President Casino on the Admiral and Gateway Riverboats. Responsibilities included formulating and maintaining contacts in the Hospitality Industry, arranging menus and reservations with interested parties. Saw a personal increase of 31% in sales numbers from year to year as well as a 22% increase in regional numbers overall.

**PROFESSIONAL CERTIFICATION
ORGANIZATION MEMBERSHIP**

Destination Management Certified Professional (DMCP)	2012-Present
St. Louis Attractions Association Board Member/Past President	1999-2009
Hospitality Sales Marketing Association International Board Member/Past President	2008-2014
Meeting Professionals International Board Member/Past President	2009-Present
President's Award	2018
Industry Volunteer of the Year	2014

EDUCATION:

Truman State University (formerly Northeast Missouri State University)
Kirksville, MO
Bachelor of Arts Degree May 1995
Major: Communications/Journalism