

# julianne weinmann

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## Professional Experience

### Entrepreneur

**Professional Services Marketing Consultant**  
strategy and planning ✧ project management  
website development ✧ content ✧ marketing services  
for lawyers, CPAs, healthcare, other professionals

Established and managed Weinmann Marketing, a consulting firm serving professional service providers including lawyers, law firms, medical professionals, accountants and financial planners.

Began consulting in 1994 after a career at AT&T and established a small business marketing services firm, Venture Creative Marketing Services, and grew the client base to over 60 clients in one year.

Developed a partnership between Hackettstown, NJ Chamber of Commerce and radio station WRNJ to produce and host weekly radio program for local business owners and managers, entitled "Taking Care of Business."

Launched "Telephone Banking" for First Hope Bank in Hackettstown and Hope, NJ, with a creative, multi-media campaign including a direct mail campaign and print advertising campaigns, radio commercials, Grand Opening, and a "Name the telephone banker" contest for the community.

### Corporate

MCI  
AT&T  
Lucent Technologies  
Alliant Technologies

#### **MCI WorldCom**

Increased the market for Local Communications Services for MCI WorldCom in New Jersey by 70% in one year. Worked effectively on sales team to contribute to 30% growth in monthly sales to Global Account, AIG. Consistently achieved over 100% of Revenue Plan for MCI WorldCom in NY/NJ.

#### **AT&T Communications Systems and Services/Lucent Technologies**

Developed strategy and tactical plan to launch AT&T Business Services into Network Outsourcing for fortune 500 companies. Increased sale of AT&T integrated voice and data communications systems by 70% through the development and execution of aggressive multi-media marketing campaign. At AT&T Bell Laboratories Anti-Trust Dept. worked with lead council conducting and interpreting depositions, later worked on product teams as documentation, training specialist and marketing manager, culminating in a leadership position on a Product Management Core Team, bringing new technologies to market.

#### **Alliant Technologies, Morristown, NJ**

Senior Account Manager, sales of network management and IT outsourcing services.

### Other Professional

#### **Teacher of English**

Netcong High School, Netcong, NJ and West Morris Mt. Olive High School, Flanders, NJ  
Journalism, Yearbook, and Ski Club Advisor

### Education/Recognition

#### **Boston University, Boston, MA**

Bachelor of Science, magna cum laude, 1973, AT&T, MCI and Alliant corporate training in technologies.  
Director's Award for Marketing, AT&T, AT&T Graphic Design Award, MCI 100% Club