

Fall 2013 Issue



Julian Andrea Bailey

Introducing our new Marketing Outreach Specialist

Julian Andrea Bailey joined the Georgia Department of Administrative Services (DOAS) in June 2013. She is responsible for marketing, communications and outreach efforts for the State Purchasing Division. Julian has more than 10 years of work experience in the marketing and communications fields. She has successfully managed numerous training sessions, workshops, lecture series and programs that collectively united students, public figures and business leaders. She has experience designing and producing a variety of materials including press releases, training materials, pamphlets, proposals, brochures, and newsletters.

Prior to coming to DOAS, Julian was employed as a marketing program coordinator with the U.S. Department of Commerce Minority Business Development Agency's Business Center (MBDA Business Center) operated by Georgia Institute of Technology. While there, she successfully managed and established several programs including a Lunch-and-Learn Series and an Entrepreneur-in-Residence Program. She also managed the preparation process for MBE, DBE and WBE certification applications for the center.

Julian was employed as a marketing coordinator with Carter & Associates, a full-service commercial real estate company headquartered in Atlanta, prior to working at Georgia Tech. She was responsible for marketing and communications initiatives for the Property and Facility Management Department which spanned across 13 states. At Carter, she prepared proposals that resulted in more than 2.5 million square feet of new business. In addition, she was the editor of the department's monthly newsletter, *MakeContact* and served on committees for the redesign of Carter's Intranet site and its charitable giving campaign.

Before joining Carter, Julian worked at Capstone Institute at Howard University for seven years. She was responsible for the administrative, program coordination and communications efforts of the center. She served as editor and designer of the center's monthly newsletter, *Capstone Action News*, and expanded its readership to the entire university community and selected schools within the Washington, DC and Prince George's County, Maryland public school systems.

Julian graduated *magna cum laude* with a Bachelor of Arts degree in public relations from Howard University. She also has a Master of Business Administration degree from Troy University. She is a member of the American Marketing Association and the Howard and Troy Universities Alumni associations.