

JULIE HARMAN HOWELL

2250 Fairway Pointe

League City, Texas 77573

281.285.4151

PROFESSIONAL PROFILE

Proven record of success in sales, management and destination marketing at the local, regional and national levels. Creative problem solver with ability to drive revenue growth, motivate employees, and work under deadlines.

- **Sales** – Steadfast ambassador within the community, driving revenue growth towards sales plan. Commitment to both membership and new prospects, building relationships & enriching lives through the Private Club experience.
- **Management** – Solid background in planning and executing event and marketing plans. Hands-on manager with developed negotiation skills and experience in cultivating strategic business partnerships. Equally strong in budget and financial management.
- **Marketing** – Proven ability to recognize and capitalize on market trends and assume bottom-line responsibility for strategic planning, pricing, market research and forecasting. Broad knowledge of market disciplines, including event planning, advertising, promotional materials, and social media.
- **Communication** – Persuasive communicator with well-developed presentation skills. Able to develop productive relationships with clients, colleagues, and staff at all levels.

EXPERIENCE

Julie Howell has extensive background in city wide tourism activities, events and convention planning. Her prior experience includes:

Special Projects Manager, Galveston Island Convention and Visitors Bureau and Park Board of Trustees.

Julie created & implemented city-wide events designed to increase tourism and hotel occupancy, including managing and directing all Island Events attracting over 50,000 people. She achieved record sponsorship sales and successfully marketed new tourism programs. In this role, she had full oversight of the Galveston Island Film Commission, produced and managed Mardi Gras! Galveston and SpringFest. She secured funding from Texas Parks and Wildlife and the US Fish and Wildlife Service to implement the Nature Tourism Council, thereby creating additional revenue through a new market segment within the industry. In addition, she worked directly with the sales team and public relations director of the CVB to maximize capacity of all hotels during city events. In her work with MardiGras! Galveston, Julie earned gold, silver and bronze pinnacle awards from International Festival and Events Association.

Production Manager, Downtown Fort Worth Inc.

Julie directed all production aspects of the Fort Worth Fourth, Coors Light Texas Music Festival, Verizon Parade of Lights, and MAIN ST. Fort Worth Arts Festival, including marketing and media buys, sponsorship solicitation, volunteer program, vendors, merchandise, talent booking and collateral materials. The MAIN ST. Fort Worth Arts Festival is the 2nd largest juried arts festival in the United States. Her responsibilities included procuring sponsors, booking entertainment, artist selection and marketing/advertising for all city-wide events. In this capacity, she earned several pinnacle awards through International Festival and Events Association.

Current Role: Lakewood Yacht Club, Director of Member Services and Events

Julie currently oversees all Member and Guest functions at one of the top ten yacht clubs in the United States. Her role includes planning and executing both public and private events. Working with various committees, she assists to organize, plan and implement Shoe Regatta, Bay Cup I and II, J/Fest Regatta, Heald Bank, and Harvest Moon Regatta. The latter is one of the largest regattas on the Gulf Coast. working with various committees to plan and implement Shoe Regatta. Most recently, she assisted in executing the 2021 Optimist Team Trials which drew over 200 youth sailors from all over the country. In her current role, she works with the Keels & Wheels organization to produce one of the finest antique boat & car shows in the country.

EDUCATION

Southwestern University, Georgetown, Texas Concentration in Liberal Arts

COMMUNITY INVOLVEMENT AND ORGANIZATIONS

St. Christopher Episcopal Church, Vestry Member, Strategic Planning Chair, Lay Pastoral Assistant and IWC Member, Clear Lake Chamber of Commerce
Member, League City Chamber of Commerce
National Restaurant Association, Food Safety and Quality Assurance Exchange, 2020
John Maxwell Leading Through Crisis, 2020
Culinary Institute of America: Menus of Change Leadership Summit, 2020
Yale University “The Science of Well Being” Course, 2020
Past Member, Assistance League of the Bay Area, Lunar Rendezvous and the Jr. League of Galveston County
Past Board Member, Strand Theatre/Galveston Island
Past Board Member, Galveston Island Chamber of Commerce