

Julia LeBlanc

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Strategic and results-driven communications executive with extensive experience in communications, public relations, brand development, and business expansion. Proven expertise both domestically and internationally, in strategic marketing and relationship-building. A dynamic collaborator with demonstrated experience in digital content creation, project management, and corporate events, to promote brand positioning, client engagement, and business development initiatives.

Professional Experience

The Sulzer Group, Communications Director | New Orleans

July 2024 – Present

- Lead strategic communications for the Sulzer Group, a 100% women-owned consulting firm specializing in disaster recovery, regulatory compliance, grant administration, project management, and construction
- Oversee public relations and media outreach efforts, securing increased coverage and stakeholder engagement across local, regional, and national channels
- Collaborate with executive leadership for marketing and high-stakes proposal messaging for multimillion-dollar disaster recovery contracts
- Created all social media and a new corporate website enhancing brand visibility and business development

JLA Communications, Founder | New Orleans

2017 - Present

- Founded a boutique consulting practice specializing in strategic communications, branding, business development, and event execution for a diverse range of clients including luxury global brands, architecture firms, disaster recovery organizations, and other corporate entities
- Advise companies with tailored go-to-market strategies and public relations/stakeholder engagement plans, positioning them for success in highly competitive markets
- Create event strategies, client engagement tactics, and post-event follow-ups to maximize ROI

Trahan Architects, Director of Communications | New Orleans/New York City

2019 - 2022

- Served as the key communications liaison for the \$800 million renovation of the Caesars Superdome, collaborating closely with ASM Global and the New Orleans Saints to facilitate communications and ensure seamless project execution within the framework of this large-scale public-private partnership (PPP)

- Played a key public relations role in business development by attracting and retaining clients through strategic networking and brand positioning
- Realized \$8 million of communication placements that elevated the firm's reputation, driving new business opportunities and securing high-profile projects

Marco Bicego, Vice President of Marketing & Communications; Global Brand Ambassador | San Francisco/Italy

2006 - 2016

- Led global business development efforts, identifying and securing new international markets, retail partnerships, and VIP clientele
- Attended and organized international trade shows, including Baselworld, Couture, JCK, JA, and Vicenza, using these platforms to drive business growth
- Built strategic partnerships that resulted in increased market penetration that substantially increased revenue
- Conceptualized and executed global press and influencer campaigns to strengthen brand credibility and drive sales

David Yurman, Global Public Relations and Event Director | New York City

1999 - 2006

- Played a pivotal role in business development by establishing relationships with top-tier media, VIP clients, and luxury retailers
- Managed large-scale events and trade shows, securing new retail partnerships and increasing global brand awareness
- Created and maintained relationships with key retailers, marketing teams, and content editors, strengthening the brand's industry position and driving revenue

Education

Roanoke College, VA

B.A. in Communications and Sociology

- Proficient in CRM Platforms, CMS Platforms (WordPress, Wix), SEO and Web Analytics, Content Creation (Canva, Adobe Creative Cloud), and the Microsoft Suite

Volunteering and Leadership

- 2025 Helena Moreno Mayoral Campaign, Precinct Captain and Team Member
- Major Gifts Committee and Donor, New Orleans Children's Hospital
- Volunteer, Rescuer, Foster Mom, ASPCA/LASPCA