

JULIA BALES

EDUCATION

FURMAN UNIVERSITY • South Carolina, USA • 2001-2005

Bachelor of Science

- Computer Science
- Asian Studies

EAST CHINA NORMAL UNIVERSITY • Shanghai, China • 2002

EXPERIENCE

COSTA CRUISES • REGIONAL SALES MANAGER • Hong Kong • 2007-Present

- Responsible for expansion of the company's Asia partner network and overall development of cruise sales in key markets: Japan, South Korea, Taiwan, Singapore, Thailand, Malaysia, Indonesia.
- Opened key business channels in various markets including some of the largest travel companies in Japan and South Korea resulting in substantial annual sales growth.
- Developed over 15 account relationships by acting as the primary liaison to both new and existing partner agencies.
- Grew business in Japan by nearly threefold in three years time.
- Launched the company's first sales program to offer Koreans embarkation from a Korean homeport; the same also for Japanese from a Japanese homeport.
- Secured the cruise industry's first Korean charter deal
- Managed language translation projects of client/agent resources including brochure materials, websites and other online utilities.
- Directed the product customization for Japanese and Korean guests onboard Costa's ships from food and activities to staff additions and translations.
- Oversaw the organization of new ground operations of first-time turn-around ports including port assessment, selection and arrangement.

ABOUT GOLF LTD. • PROJECT MANAGER • Beijing, China • 2005-2007

- Managed staff of software engineers in the modeling of 3-D graphical environments for synchronization with the World Tours Golf software
- Trained software team in the above-mentioned modeling procedures; Continuously gave instructional update sessions for the team advising on advanced techniques and new and more efficient procedures
- Optimized project completion time by defining requirements and objectives, organizing project timetables, assigning team deadlines, and tracking progress in weekly reports
- Developed time-efficient processes to reduce production time
- Ensured quality control by implementing extensive testing plan resulting in the output of clean and game-ready files
- Initiated marketing strategy for Asian market and created promotional materials including graphically-designed brochures, videos, and DVD's

WFTV FURMAN TELEVISION • EXECUTIVE PRODUCER • Furman University • 2004-2005

N.A.S.A. & THE SC SPACE CONSORTIUM • COMPUTER SCIENCE RESEARCHER • Furman University • 2003

- Worked alongside research team toward creating space weather data interpretation system and versatile interface to define heat sources for NASA's TIMED satellite project

LANGUAGES

ENGLISH • Native

MANDARIN CHINESE • Intermediate

SOFTWARE & PROGRAM LANGUAGE EXPERIENCE

Software <ul style="list-style-type: none">■ Macromedia Dreamweaver■ Macromedia Fireworks■ Macromedia Flash■ Adobe Photoshop■ Adobe Premiere■ AutoCAD■ Maya	Languages <ul style="list-style-type: none">■ Java/JavaScript■ HTML■ LISP■ PHP
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