

Juli A. Herren

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Successes

- Helped increase engagement on the ibm.com home page (685,000 visitors monthly)
- Served as thought leadership content strategist for <https://www.ibm.com/thought-leadership/>
- Created personalization strategy that improved conversion by 2,125% on ibm.com home page
- Worked closely with UX teams to ensure constant improvement
- Consulted with business-unit leaders on digital promotion, buyer journey and metrics/testing

Areas of Excellence

- UX content strategy
- Metrics and testing in digital environment
- Presentation with passion
- Telling the relevant story
- Laser focus on sales
- Analytical problem solving
- Management of multiple projects
- Global B2B technology

Experience

Content writer, **IBM Marketing Services Center** (consultant through APC) Feb 2018 – current

Responsible for the creation of compelling marketing content for a global technology company.

Senior IBM editorial, digital and content strategist (consultant through APC) June 2016 – Feb 2018

The Senior Editorial and Content Strategist for Digital serves as editor of the ibm.com home page (800,000 visitors monthly) and acts as a creative innovator, working with business-unit leaders to ensure that the voice of IBM is consistent and controlled throughout the ibm.com domain. Works with leaders across the IBM brand universe to stimulate demand. Serves as Subject Matter Expert, setting standards and providing guidance to corporate stakeholders worldwide. Creates responsive, mobile-friendly digital content for all platforms. Develops and reviews A/B and multivariate testing. Helps to enable personalized, industry-focused content for the ibm.com domain: determines progression paths, identifies technical and creative requirements, establishes roadmaps for implementation, test and launch.

Editor, **ibm.com home page** (consultant through APC) June 2014 – June 2016

Developer of home-page content for complex technology offerings. Compelled visitor action toward deeper engagement using content. In an agile environment, employed metrics to determine success and to improve creative decisions. Partnered closely with art directors to ensure that IBM's "digital front door" unflinchingly supported the brand.

Marketing Writer, ITSO, **IBM** (IBM Long Term Supplemental employee) Oct 2011-June 2014

Lead US marketing writer for WebSphere, IBM's application and integration software platform.

Marketing Writer, **IBM** ITSO (consultant through Infinite) Apr 2008– Oct 2011

Writer of everything from Product Data Sheets to White Papers for a wide range of IBM offerings across nearly every industry. Soon became a writer of C-level thought leadership content.

Marketing Consultant, **Ceridian Human Resource Solutions**

July 2006 – June 2014

Thought-leadership writer for a former employer, a global provider of managed human resource solutions.

Owner and Principal, **Affluent Touchpoints Inc.**

Feb 2008 - Dec 2008

Creator, marketer and seller of business-development services for financial advisors. National web coverage by wealthmanagement.com and print coverage by Private Asset Management magazine.

Editor and writer, **Jabil Circuit Inc.**

Aug 2008 – Jan 2012

Contract position as editor and writer for a quarterly digital newsletter to the manufacturing firm's most important client: Cisco Systems. Interacted with SMEs in the US, Malaysia, China, Brazil, and Mexico.

Creative Director, **Raymond James Financial**

May 2005 – Dec 2007

Award-winning digital and print director for the in-house agency of a financial services firm. Front line manager for writers, graphic artists, and multimedia professionals. Created a quarterly print magazine for high net worth investors that attracted 45,000 paid subscribers within 14 months. Helped drive advisor-recruiting success to new levels in an unusually competitive environment.

Owner and Principal, **CoolSistas LLC**

Nov 2005 – Apr 2006

Creator, marketer, seller and distributor of a retail product. Press coverage in AARP Bulletin (20 million readers monthly). Demonstrated the product on live television in the nation's 12th-largest broadcast market. Profitable within 90 days.

Marketing Communications Writer, **Ceridian Human Resource Solutions**

June 2000 - May 2005

Writer and editor of digital content in the Marketing department of a global provider of managed HR solutions.

Director of Production for Publications, **Arthritis Foundation**

Dec 1994 - Aug 1996

Print Manufacturing Consultant, **self-employed**

Jan 1992 – Dec 1994

Production Manager, **Trend Magazines Inc.**

Dec 1981 - Jan 1992

Education

BA, Linguistics, BA English Literature, **University of South Florida**

Double major with honors

Leadership

Member, 2005, **Securities Industry Association Sales and Marketing Committee**

President, 1990, **Florida Magazine Association**