

JULIE KIETZMAN

CONTACT

-  (815) 383-0933
-  Bloomington, IL
-  julie.kietzman@hotmail.com
-  www.juliekietzman.com

EDUCATION

ILLINOIS STATE UNIVERSITY

Normal, IL
Bachelor's Degree
Integrated Marketing Communications

SKILLS

- Strategic Go-to-Market Planning
- Consumer & Market Insight Analysis
- Audience Segmentation & Targeting
- Opportunity Assessment & Root Cause Analysis
- Integrated Marketing Strategy
- Growth Strategy Development
- Business Model & Campaign Optimization
- Competitive & Market Landscape Analysis
- Multi-Channel Campaign Planning (Organic, Paid, Community)
- Paid Social Strategy & Optimization
- Organic Social & Community-Led Growth
- Content & Messaging Strategy
- Email & Digital Campaign Strategy
- Referral & Partnership Marketing
- Performance Analysis & Insight Reporting
- KPI Definition & Directional Measurement
- Content Strategy & Creative Direction

ABOUT ME

Strategic Marketing & Growth Professional with experience developing integrated go-to-market strategies across community, content, paid media, and digital platforms. Known for translating consumer insights into actionable marketing strategies that drive awareness, engagement, and acquisition. Adept at navigating ambiguity, collaborating cross-functionally, and presenting strategic recommendations to leadership. Data-informed, audience-focused, and impact-driven.

EXPERIENCE

FOUNDER & STRATEGIC MARKETING CONSULTANT

Harvest & Hue | 2010-Present

- Advise small businesses and service-based brands on go-to-market positioning, audience segmentation, and digital growth strategy
- Develop integrated marketing plans across web, social, and paid channels
- Lead brand strategy engagements aligning messaging with target market insights
- Drive measurable increases in inquiries and conversion through audience refinement and strategic content systems

STRATEGIC MARKETING & CREATIVE LEAD

Millie | 2022-2024

- Developed and led zero-budget, community-driven growth strategy increasing organic impressions by ~60x
- Launched and managed multi-cohort advocacy initiative contributing to 5–10 new mid-size company sign-ons
- Designed integrated engagement framework spanning community, events, and LinkedIn strategy
- Presented strategic initiatives and performance insights to internal leadership

CREATIVE STRATEGIST

INSPYR Agency | 2019-2021

- Identified and executed community-embedded marketing campaign generating 10x higher reach than owned channels and converting 2–3 qualified leads
- Rebuilt paid media strategy for early-stage client, increasing impressions by 300%+ and bookings by ~50% within 1.5 months
- Developed audience segmentation refinements that increased monthly inquiries from 1–2 to 10+ for healthcare client
- Delivered performance reporting and strategic recommendations to business owners and stakeholders