

JULIE KIETZMAN

CONTACT

 (815) 383-0933
 Bloomington, IL
 juliekietzman@gmail.com
 www.juliekietzman.com

EDUCATION

ILLINOIS STATE UNIVERSITY
Normal, IL
Bachelor's Degree
Integrated Marketing Communications

SKILLS

Marketing Strategy
Marketing Consulting
Brand Strategy
Social Media Marketing
Content Marketing
Campaign Management
Local SEO & Google Business Profile
Website Strategy & UX
Analytics & Performance Reporting
Client Relationship Management
Project Management
Copywriting
Cross-Functional Collaboration
Stakeholder Communication

ABOUT ME

Versatile marketing professional with 15+ years of experience helping businesses strengthen their brands, grow their digital presence, and connect with their audiences. Experienced in marketing consulting, campaign development, social media strategy, content creation, website strategy, and performance reporting across corporate, agency, and entrepreneurial environments. Known for combining creative problem-solving with practical business strategy to help organizations identify opportunities, implement solutions, and achieve measurable results.

EXPERIENCE

OWNER & MARKETING CONSULTANT

Harvest & Hue | 2010-Present

Founded and operate a marketing and web design studio supporting small businesses with branding, website development, digital marketing, SEO, and ongoing marketing consulting. Partner with clients to develop customized strategies that strengthen their online presence, attract new customers, and support long-term business growth.

MARKETING LEAD

Millie | 2022-2024

Led marketing initiatives for a B2B SaaS company serving Fortune 500 and enterprise clients, creating campaigns, thought leadership content, corporate social impact reports, and customer-facing resources. Collaborated with cross-functional teams and stakeholders to launch strategic initiatives, analyze campaign performance, and strengthen customer engagement through content, branding, and digital marketing.

CREATIVE STRATEGIST

INSPYR Agency | 2019-2021

Partnered with more than 20 small businesses to develop marketing strategies, manage social media, create advertising campaigns, write educational marketing content, and support brand growth. Consulted business owners on digital marketing best practices while managing multiple client projects across branding, content creation, analytics, and campaign execution.