

# Juli Herren

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## Successes

- Saw IBM digital leaders embrace my content strategy for every product marketing page on the ibm.com domain, along with my suggested tactics to make companywide execution easier
- Assumed the mantle of subject matter expert for content standards throughout the ibm.com domain
- Increased traffic to the IBM Marketplace from the ibm.com home page
- Reduced cost and helped keep the brand strong by providing guidance and support for global teams
- Used content strategy to compel action by millions of ibm.com home-page visitors
- Posted content on the IBM 1-3-9 brand narrative site that got 100,000 views in one year
- Achieved an internal IBM Personal Social Dashboard score of 74 – only 212 IBMers rank similarly

## Areas of Excellence

- Digital marketing strategy
- Leadership of creative teams
- The empirical science of Linguistics
- Content and storytelling in technology
- Human communication in all its glory
- Brand voice
- HR thought leadership
- Entrepreneurship, creative innovation

## Experience

### **Senior IBM editorial, digital and content strategist** (consultant through APC) June 2016 – current

The Senior Editorial and Content Strategist for Digital serves as a creative innovator, ensuring that the voice of IBM is consistent and controlled throughout the ibm.com domain. Work with stakeholders across the IBM brand universe to stimulate demand by creating digital content that engages a wide range of audiences. Serve as subject matter expert, setting standards and providing guidance to stakeholders worldwide. Create responsive, mobile-friendly digital content for all platforms. Develop and review A/B and multivariate testing. Enable personalized, industry-focused content for the ibm.com domain; determine progression paths, establish roadmap for implementation, identify technical and creative requirements. Develop industry content and thought leadership; keep the publishing calendar and coordinate select industry promotions.

### **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. Worked closely with art directors to ensure that IBM's "digital front door" unflinchingly supported the brand.

### **Author, *Composing Price*** Oct 2013

Published a multimedia "novel in snippets" for smartphone and tablet that can be read in three hours.

### **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](http://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 glossy quarterly 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, salesperson 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 12<sup>th</sup>-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**