

Julie Elaine Brown

D I G I T A L S T R A T E G I S T & E N T R E P R E N E U R

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NEW YORK, NY



EDUCATION

M.A. Journalism
Northeastern University
Boston, MA
1997

B.A. English
University of Massachusetts
Amherst, MA
1995

Hull University
Hull, England
Year Abroad, 1994

CERTIFICATIONS

Harvard Business School Online:
Entrepreneurship Essentials (in-progress program)

HubSpot Academy:
Inbound Marketing Certification

HubSpot Academy:
Frictionless Sales Certification

TOOLS

- Adobe Experience Cloud
- HubSpot
- Omniture
- Google Analytics
- Drupal
- BrightEdge
- Pardot
- Marketo
- PowerPoint, Excel, Word
- RP Axure

SUMMARY

I've been in digital strategy 20 years and the startup world for 15 (including running an angel-funded ecommerce startup). I am a full-stack digital marketer blending data-driven methods to increase revenue, conversions, and loyalty.

My specialty is determining the right content and user experience (UX) to address customer needs across their journey. I am a collaborative leader, coordinating cross-functional alignment with sales, product, and technology.

PROFESSIONAL EXPERIENCE

C.E.O., Chief Digital Strategist
Kusadama Enterprises, Inc.
San Francisco, CA 2010 - Present

I run a digital strategy company that helps B2B, ecommerce, and Fortune 500 companies (we've helped 75 of the Fortune 500) increase online leads, revenue, and engagement. We focus on UX, inbound marketing, and content strategy. Some of the things I do include:

- Owning all marketing, promotion, business development, and lead generation for my business.
- Recommending strategic direction to stakeholders and the c-suite.
- Collaboration with cross-functional teams; sales, product, technology, and CX.
- Determining goals and kpis; measure and analyze all analytics.
- Crafting digital marketing strategy, content strategy, UX strategy, and oversee or manage campaign execution and builds including social media, paid, wireframing, and development.
- Creating editorial calendars and managing editorial and social media teams.
- Overseeing and managing client 3rd-party vendors, including interactive agencies.
- Crafting email campaign strategy, including nurturing campaigns.

C.E.O. and Founder
InnerRewards, Inc.
San Francisco, CA January 2008-March 2010

InnerRewards was a Series-A1 funded (4.17m) ecommerce Website focusing on health and wellness products and experiences (think Orbitz for wellness). We sold the assets in 2010 to our competitor. As the C.E.O. and Founder, my role included:

- Fundraising, investor relations, financial modeling, and running board meetings.
- Speaking at events, conferences, and on several health and wellness panels.
- Creating the company vision, business model, kpis and okrs, as well as brand strategy.
- Overseeing and managing 10 full-time employees and more than 48 contractors.
- Crafting the editorial vision, content strategy, and editorial + sales calendars.

Digital Strategist, Executive Producer, and Editor-in-chief
Johnson & Johnson
New Brunswick, NJ May 2005-February 2008

My key role at JNJ was building and managing the very first integrated eldercare digital platform: www.StrengthforCaring.com (which is now part of AARP). Some of what I did included:

- Developing the editorial strategy and sourcing, managing, and editing top-tier health experts.
- Collaborating with partners, including Rosalyn Carter Caregiving Institute, to increase awareness.
- Creating the digital marketing, community, and user experience strategy for the platform.
- Overseeing and managing 3rd-party vendors, including interactive agencies.
- Creating and sending all email marketing campaigns, including nurturing campaigns.

SKILLS

Digital Executive Skills:

- Strategic guidance on best practices, digital trends, and forward-thinking digital
- Cutting-edge and innovative digital strategy
- KPIs, OKRs, and other guidelines
- Analytics measurement and assessment
- Quantitative analysis
- Financial modeling
- Business development
- Vendor and third-party agency management, collaboration, and oversight
- C-suite and stakeholder presentations
- Vision planning
- Strategic planning
- Presentations and public speaking

Content Strategy Skills:

- Strategic content themes
- Journey-stage specific and personalization Content Strategy
- Editorial calendar creation
- Editorial team hiring, sourcing and management
- Blog strategy
- Social media strategy
- Content marketing measurement
- Editor
- Communications strategy
- Ad copy editor
- Product and ecommerce editor
- Blog writer

Digital Marketing Skills:

- Paid media strategy and oversight
- Cross-functional ecommerce strategy
- Customer Experience Strategy
- Email Marketing and nurture campaigns
- Growth marketing
- Integrated marketing recommendations

User Experience Skills:

- User Experience strategy
- User Experience wireframing
- Use cases and use flow creation
- Customer insights and UX research
- Conversion flow optimization
- Information architecture
- Taxonomy creation and management

EXPERIENCE (CONTINUED)

Editor-in-Chief and Online Marketing Manager StubHub (acquired by eBay)

San Francisco, CA April 2004-April 2008

StubHub is an ecommerce tickets site. I led a team responsible for content strategy, content marketing, and merchandising. I reported to the CMO and then the C.E.O. My role included:

- Crafting the content strategy and content marketing customer experience.
- Promoting features and managing an editorial calendar for Homepage merchandising.
- Owning search engine optimization (SEO) strategy, management, and execution.
- Developing and managing email strategy, email targeting, measurement and optimization.
- Managing a team to create promotional and advertising content on the website.

Director of Digital Strategy Pod SF

San Francisco, CA September 2001-April 2004

I was a co-founder of a boutique digital strategy consultancy. We had high-profile clients for content and UX strategy. My role included:

- Crafting SEM strategy and SEO copywriting for QuinStreet—a search engine marketing firm.
- Developing a personalized content strategy for Classmates.com.
- Creating technical manuals and website content for Hewlett Packard.
- Developing content and UX strategies for interactive agencies such as Havas.
- Managing subcontractors, vendors, and cross-functional integration teams.

Content & UX Strategist Razorfish

San Francisco, CA February 1999-September 2001

I started at USWeb/CKS—a top interactive agency. In my time there we merged with several companies, including Razorfish. My role included:

- Leading a team to craft the entire website content strategy for Apple.com.
- Developing the content strategy, information architecture, and implementing all content for VISAUSA—this involved gap analysis, merging, and editing of 6,000 pages of content.
- Creating Sega.com content strategy and managed the entire editorial team.
- Helping craft content and UX strategy for Barbie.com and other as-needed projects.

REFERENCES



Steven Lin

Director of Digital Strategy

NRG Energy, Inc. (Fortune 250 client)

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Nancy Lewin

Executive Director

Johnson & Johnson (Fortune 50 client)

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