

JULIE KIETZMAN

BRAND & SOCIAL STRATEGIST | CONTENT | STORYTELLING

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PROFILE

Brand and content strategist with 15+ years of experience across SaaS, agency, entrepreneurship, and small business. Skilled at turning ideas, expertise, and complex information into clear, engaging content that connects with the right audience. Experience spans social strategy, executive thought leadership, brand storytelling, editorial content, campaign development, and analytics. Combines strategic thinking with hands-on creative execution—from finding the story and shaping the message to creating the content and measuring its performance.

CORE EXPERTISE

Social Media Strategy • Content Strategy • Brand Storytelling • B2B & SaaS Marketing • LinkedIn Content • Executive & Thought Leadership Content • Editorial Planning • Copywriting & Editing • Brand Voice & Messaging • Campaign Development • Audience Strategy • Content Analytics • Creative Direction • Cross-Functional Collaboration

EXPERIENCE

MILLIE

Marketing Lead | 2022–2024

- Built and led the marketing function for a startup SaaS company, owning strategy and hands-on execution across social, content, brand communications, digital marketing, events, and creative initiatives.
- Created LinkedIn content and developed a social campaign for Millie's founder, translating her perspective and expertise into thought leadership aligned with the company's brand and audience.
- Led marketing and communications for the **Changemaker Collective**, creating member features and content that highlighted the stories, expertise, and impact of purpose-driven leaders from partner organizations.

- Turned speaker presentations, podcast conversations, and digital events into long-form editorial content, extending individual programs into an ongoing library of stories and supporting social content.
- Developed **15+ corporate social impact reports**, combining research, data, writing, narrative development, and design to make complex information accessible and engaging, including work supporting the Bill & Melinda Gates Foundation's Giving Madness initiative.
- Collaborated with leadership, partners, speakers, and stakeholders to develop messaging and content aligned with organizational goals, brand voice, and audience needs.
- Managed initiatives from initial strategy through content development, creative execution, stakeholder review, and delivery.

INSPYR AGENCY

Creative Strategist | 2018–2021

- Partnered with 20+ entrepreneurs and growing businesses to develop brand, social media, content, and digital marketing strategies aligned with business goals and target audiences.
- Led creative strategy for campaigns, translating business objectives into audience-focused messaging, content, and visual execution.
- Developed and executed social campaigns and used performance insights to refine audience targeting, messaging, creative, and channel strategy.
- Helped drive a **1,423% increase in Facebook impressions and 360% increase in Instagram impressions** through strategic audience, content, and campaign optimization.
- Analyzed social and digital performance using DashThis, Google Analytics, and Google Ads to identify opportunities and inform campaign decisions.
- Managed multiple client relationships and projects simultaneously, balancing strategic direction, hands-on creative execution, stakeholder feedback, and deadlines.

INDEPENDENT BRAND STRATEGIST & CREATIVE

Freelance / Harvest & Hue | 2010–Present

- Partner with entrepreneurs and small businesses to develop brand positioning, audience strategy, messaging, content, and digital experiences.
- Translate business goals and client expertise into clear, audience-focused brand stories and communications across social, web, campaigns, and visual content.
- Create and manage social content using Meta Business Suite, maintaining consistent messaging, voice, and brand presentation across channels.
- Lead client engagements from discovery and strategy through messaging, creative development, execution, and delivery.

- Manage client relationships, project scopes, timelines, creative direction, and delivery while operating an independent creative business.

ADDITIONAL IMPACT

Benjamin Elementary PTO Carnival Committee

Developed a digital fundraising experience during the pandemic, including an online raffle and streamlined digital checkout, helping establish an approach that contributed to more than **\$25,000 in fundraising** in subsequent years.

Volunteer Creative & Photography

Provided visual storytelling and photography support for organizations and initiatives including Special Olympics Illinois, Kynd Kits, A Million Thanks, and Midwest Food Bank.

TOOLS & PLATFORMS

Meta Business Suite • DashThis • Google Analytics • Google Ads • Later • Adobe Creative Suite • Social & Content Analytics • Web & Content Design • Photography • Graphic Design • Video Editing

EDUCATION

Illinois State University

Bachelor of Science (B.S.), Marketing

Illinois Institute of Art – Chicago

Additional Studies