

Julie Kailus

PROFILE

Highly independent, self-directed 20-year career in content creation and strategy. Creative, collaborative and adaptable to evolution of digital media. Proven ability to translate technical material and communicate with diverse user groups and stakeholders.

EXPERIENCE

SENIOR CONTENT STRATEGIST; EVERGREEN, CO — 2004-PRESENT

Vast project work includes strategic UX content discovery | development, inventory | audits, mapping, migration and copywriting | editing. Collaborate with internal marketing | communications units and agencies in various verticals, including outdoor-industry brands, digital media platforms, nonprofits, fintech startups, law, academia and local businesses.

BRAND STRATEGIST | STORYTELLER; EVERGREEN, CO — 2000-PRESENT

B2B and B2C brand strategy | storytelling ranging from proof of brand, website content, blogs and digital campaigns to marketing collateral, signage, environments and special promotions in partnership with local and national marketing and advertising agencies.

WRITER | EDITOR; DENVER, CO — 1998-PRESENT

Specializing in outdoor, active-lifestyle, wellness and sustainability industries. Sample print and digital outlets include GearJunkie (associate editor), Boulder Magazine (senior editor), Adventure Sports Network (contributor), ColoradoBiz (writer) and Competitor (columnist).

MANAGING | EXECUTIVE EDITOR, CHECKMARK PUBLISHING; DENVER, CO — 1998-2004

Part of management team directing year-round state publishing contract, including Colorado Ski Country USA consumer | agent resort guides, weekly Denver Post ski news supplements and the Colorado Official State Vacation Guide.

EDUCATION | EARLY CAREER

Indiana University, Bloomington, IN — Journalism, 1997

ACCOUNT MANAGER, ROCKY MOUNTAIN SPORTS MAGAZINE; DENVER, CO — 1997-1999

EDITORIAL INTERN, OUTSIDE MAGAZINE; SANTA FE, NM — 1997

EDITORIAL ASSISTANT, WOMEN'S SPORTS + FITNESS MAGAZINE; BOULDER, CO — 1995

SKILLS

DXPs: WordPress, Shopify, Drupal

Tools: G Suite, Asana, Monday, Confluence, Miro, Airtable

Fundamentals: AP, SEO, CMS, web writing, blogging, radio/TV scripting

REFERENCES

Upon request. Portfolio and testimonials at juliekailus.com.