

# Julie Kailus

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## PROFILE

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

## EXPERIENCE

MANAGER, DIGITAL CONTENT MARKETING, CENTURA HEALTH; AUG 2022-OCT 2024

Managed content development and strategy for digital marketing assets, website and email campaigns in collaboration with regional marcom team and key stakeholders. Integrated shifting projects and priorities (consumer audiences, market dynamics, digital applications) during disaffiliation of Centura and transition to CommonSpirit Health brand.

SENIOR CONTENT STRATEGIST; EVERGREEN, CO; 2004-2022

Vast projects included strategic UX content discovery/development, inventory/audits, mapping/migration and copywriting/editing. Collaborated with marketing/communications agencies and in-house departments in various verticals, including outdoor and health brands, nonprofits, fintech startups, law, higher education and small businesses.

BRAND STRATEGIST / STORYTELLER; EVERGREEN, CO; 2000-2022

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

WRITER / EDITOR; DENVER, CO; 1998-2022

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

## EDUCATION | EARLY CAREER

Indiana University, Bloomington, IN — Journalism, 1997

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

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: Drupal, WordPress, Shopify

Tools: Google Workspace, Similarweb, Adobe, Asana, Monday, Confluence, Miro, Airtable

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

Portfolio/testimonials: Visit [juliekailus.com](http://juliekailus.com). References upon request.