

JULIE GRAFF

CONTACT

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 207 Fawcett Ct NW Canton, OH 44708

SKILLS

Content marketing

AI Tools

Organic & Paid Social Media Marketing

Email Marketing

CMS (WordPress, Kentico, etc.)

Basic HTML

Analytics

Proficient with Microsoft 365, Gmail,
Google Drive , Canva, Sprout Social

EDUCATION

Walsh University

Bachelor of Arts 2000

REFERENCES

Upon Request

PROFILE

Strategic, experienced digital marketing professional specializing in content and social media marketing. Seeking to leverage expertise and creative vision to propel business growth and innovation.

WORK EXPERIENCE

Creative Manager

DRB, Akron, OH

2022-Present

- Lead team of creatives who bring marketing strategies to life
- Create and edit clear, compelling content, including blog posts, articles for industry publications, e-books, case studies, press releases and copy for ads, sales collateral and websites
 - Achieved 100% growth in new investor e-book downloads in 2023
 - Increased traffic to the blog by 63% in 2023
 - Increased monthly newsletter subscribers by 70% in 2023
 - Created four new lead generation offers in 2024
- Manage multiple company websites, employing SEO strategies
- Oversee social media and email marketing, providing strategic direction
- Create and optimize social media ads
- Launched new e-commerce site in 2024 to improve customer experience and internal operational efficiency
- Manage marketing agency relationship

Digital Manager

DRB, Akron, OH

2018-2022

- Established and executed a thought leadership program, reviving the company blog and creating a monthly newsletter that currently boasts nearly 600 subscribers
- Revamped social media presence and handled day-to-day scheduling and monitoring
- Managed company's Facebook groups
- Developed a social media listening and response plan that has boosted DRB's reputation
- Launched new website with assistance from an outside agency. My contributions included creating wireframes, writing new content and transferring old content to the new site.
- Wrote and promoted a car wash new investor e-book that has resulted in more than 6,700 downloads and continues to generate leads

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Work Experience (Cont.)

Brand Engagement Strategist

Pole Position Marketing, Green, OH

2014-2018

- Directed all aspects of the in-house marketing, including website management, content creation and editing, social media and email marketing
- Created and implemented social and content marketing strategies for clients ranging from manufacturing to e-commerce
- Increased website traffic by optimizing content for optimal search engine performance
- Developed and executed social media strategies
 - Helped one client increase Instagram engagement by 203%
- Created and edited blog content
 - Increased agency's blog traffic by 60% by improving content and formatting
 - Revived client's dormant blog to increase traffic by 256%
- Created and edited e-books
- Assisted with the launch of a new website in 2017. This included planning, creating content, generating call-to-action images, editing basic HTML, etc.
- Monitored the internet for brand mentions to identify linking and social media opportunities
- Edited and prepared the book *The Best Damn Web Marketing Checklist, Period! 2.0* by Stoney DeGeyter for publishing in 2017

Communications Coordinator

Patriot Software, Inc., Canton, OH

2004-2014

- Handled traditional and online marketing for various companies under the Patriot Software umbrella while maintaining additional human resource and customer service duties
- Established company's digital marketing strategy from scratch, helping them build their web presence and develop new leads
- Helped launch new website by planning, creating content, generating call-to-action images, editing HTML, etc.
- Created and edited marketing content, including blog posts, whitepapers, newsletters, print marketing collateral, press releases, etc.
- Developed and implemented social media strategy
- Used Hubspot to monitor analytics, create drip campaigns, manage content, manage leads

Journalist

Massillon Independent 2002-2004

Newark Advocate 2000-2002

Sports Stringer, Canton Repository 1998-2000