

# Julie Stofer | Integrated Marketing Strategist

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During the more than 15 years I have spent working at the intersection of marketing, technology, and user experience in fast-paced, mission-driven, entrepreneurial settings, I have honed both my strategic and project management skills, allowing me to think big while anticipating challenges and managing details to exceed ambitious goals.

## Relevant Experience

### **Director of Marketing and Promotions at Unity World Headquarters**

Unity Village, MO | September 2017 - June 2018

- Served as a member of the executive team for a worldwide spiritual movement in the midst of a reinvention, created a vision and detailed plan for an integrated, digital-first marketing function that became one of the key pillars of the organization's strategic plan
- Developed and launched cross-platform digital advertising and content marketing initiatives to drive new leads and sales for a variety of spiritual resources—including magazines, books and related products, and online radio programming—as well as hotel and conference space and travel opportunities
- Managed 10-person creative production team through restructuring and major office move, and identified and onboarded new staff and agency partners

### **Marketing Director at Useagility**

Kansas City, MO | October 2016 - September 2017

- Developed and implemented omni-channel digital marketing strategy, including producing new and updated content and positioning pieces, initiating PPC advertising, redesigning the website with SEO integration, segmenting the database, and executing a forward-looking email and social campaign plan
- Conceived, produced, and disseminated the inaugural *State of UX in Kansas City* research study resulting in successful positioning of company as a local market leader
- Supported business development and operations management, including direct mail, collateral development, lead management, and proposal design
- Initiated multi-platform lead-generation strategy for UX training program—including advertising, content marketing, social media, and in-person outreach—resulting in greater than 60% list growth

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## Director of Marketing at Exponent Philanthropy

Washington, DC | September 2014 - June 2016

- Developed integrated strategic marketing campaigns that drove positive brand experiences across multiple audiences and platforms, including email, print, social, web, earned media, advertising, and search, exceeding ambitious campaign goals
- Articulated and implemented comprehensive cross-functional program and product marketing strategies, messaging platforms, and implementation budgets for industry-leading conferences with 1000+ registrants, multi-month educational programs, data-heavy benchmarking reports, and membership lead generation and retention campaigns
- Increased web traffic by more than 100% year over year by creating high-quality interactive video and blog content, improving SEO, launching PPC advertising, increasing email open rates by 5%, and optimizing use of social media to grow following by 47% across new and existing channels
- Led concept development, production, and launch of the *Philanthropy Lessons* 9-part video series featuring interviews and generated more than 3,000 views of each video within first 30 days
- Recruited and developed a high-performing team of nimble marketing communications staff and consultants, including digital, editorial, and creative experts

## Director of Marketing at Arabella Advisors

Washington, DC | January 2012 - August 2014

- Professionalized marketing function in a fast-growing philanthropy consulting firm by building team, creating and documenting processes, and integrating work with the business development department; trained cross-departmental staff in critical business development skills; managed \$500K business development budget
- Developed and implemented overall strategy for integrated marketing communications activities, including comprehensive digital tools, media relations, and events and conferences; created processes to efficiently and effectively share ideas and increase impact; increased social media followers by 300%
- Launched successful impact investing line of business with comprehensive content marketing strategy including rebranded and expanded website, new blog, increased social media presence, engaging collateral, and speaking engagements at conferences and local events

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## Other Experience

### **Senior Manager of Operations & Customer Experience at Network for Good**

Washington, DC | November 2010 - January 2012

### **Nonprofit Marketing Manager at Network for Good**

Washington, DC | May 2010 - November 2010

### **Marketing Communications Manager at Environmental Defense Fund**

Washington, DC | October 2006 - May 2010

### **Communications Manager at WildAid**

Washington, DC | October 2003 - October 2006

## Education

### **Master's in Public Administration | Nonprofit Management**

The George Washington University | 2009

### **Bachelor's in Business Administration | Marketing/Finance**

The University of Oklahoma

## Software Skills

Adobe Creative Suite, BrowserStack, Constant Contact, Drupal, Emma, Exact Target, Google AdWords, Google Analytics, Hootsuite, Hubspot, mGive, MailChimp, Office 365, Salesforce, Sprout Social, SurveyMonkey, UserTesting.com, WordPress

## Memberships

AMA KC, Digital Women KC, KCIABC, KC DMA