

JULIE HURLEY

Digital Marketing Manager | Content Strategist

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[LinkedIn](#) | [Website](#) | [Case Studies](#)

PROFESSIONAL SUMMARY

Digital Marketing Manager and Content Strategist with 10+ years of digital marketing and content experience, including 6+ years of direct content management and strategy across B2B and B2C brands. Builds multi-channel content programs from audience research and ideation through creation, optimization, editing, publishing, and performance reporting. Hands-on publisher comfortable managing daily content updates across multiple websites at once, alongside SEO, paid search, and reporting work. Combines content strategy, search engine optimization (SEO), Answer Engine Optimization (AEO), paid media, editorial direction, and AI-assisted workflows to grow organic visibility, engagement, and sales. Proven ability to turn analytics and search behavior into clear strategy and execution, collaborating across teams, balancing competing priorities, and keeping brand voice consistent at scale.

CORE AREAS OF EXPERTISE

Content Strategy & Marketing: Content strategy and publishing, copywriting, content marketing, editorial strategy, editorial calendars, content planning, content creation and development, content optimization, content governance, brand voice, multi-channel campaigns, stakeholder collaboration.

SEO & AI Search: Search engine optimization (SEO), Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Google AI Overviews (AIO), LLM optimization, SERP strategy, keyword research and strategy, search-intent analysis, local SEO, E-E-A-T, organic growth.

Audience & Brand Strategy: Audience research, persona development, customer journey mapping, competitor analysis, brand storytelling, messaging, audience trends, content positioning.

AI & Content Operations: AI-assisted content creation, AI workflow development, AI tool building, content production at scale, workflow optimization, team training and mentoring. ChatGPT, Claude, Microsoft Copilot, Gemini, Claude Code.

Analytics & Technology: Google Analytics 4 (GA4), Looker Studio, Google Search Console, SEMrush, content management systems (CMS), Screaming Frog, Ahrefs, Umbraco, Microsoft Excel, HubSpot, WordPress, Asana, Hootsuite, Mailchimp, Google Workspace, Microsoft Office.

Creative & Design: Canva, Adobe Creative Cloud, Photoshop, Illustrator, Figma, visual content development, quality assurance, creative direction, brand design oversight.

Professional Strengths: Written and verbal communication, client relationship management, cross-functional collaboration, prioritization, time management, adaptability, attention to detail, strategic and analytical thinking.

Industries: Healthcare & Medical, Legal, Financial Services, Home & Local Services, Security, SaaS & IT, Property Management, Higher Education, Non-Profit, Utilities, Transportation & Manufacturing, Automotive, Beauty & Retail Products.

PROFESSIONAL EXPERIENCE

Content Strategist & Editor - May 2022 – September 2026

Agency Brands / Big Leap Marketing | Lehi, Utah

- Owned content strategy end-to-end (content planning, creation, optimization, publishing/implementing, and performance tracking) for 40+ B2B and B2C clients, including 12+ enterprise accounts, publishing and updating content across multiple client websites on a daily basis.
- Built content strategies around business objectives, audience needs, search behavior, competitive insights, and performance data. Led audience research, persona development, and customer journey mapping for dozens of distinct brands, shaping differentiated content and editorial strategies.

- Identified an opportunity to improve a pet-nutrition brand's product recommendation quiz and led its rebuild, using customer insights to create clearer, more personalized food recommendations and earning strong client praise.
- Presented strategy to clients and stakeholders, turning analytics and content performance into roadmaps and recommendations that internal teams adopted. Managed client relationships and prioritized competing deadlines across accounts.
- Performed hands-on SEO work, including technical site audits, metadata optimization, internal linking, and on-page content optimization, and delivered SEO reporting and recommendations.
- Directed paid media strategy across Google Ads (PPC) and Meta Ads, plus social and email strategy, using campaign performance and audience data to optimize targeting, budgets, and results.
- Led SEO, SERP, and AEO strategy across client content, using SEMrush, Google Analytics 4 (GA4), Google Search Console, and Ahrefs to find opportunities and measure results as search behavior evolved.
- Built AI agents and tools with ChatGPT, Microsoft Copilot, Gemini, and Claude to streamline content workflows, scaling production while protecting quality, accuracy, and brand voice.
- Set brand voice standards and editorial direction across industries and content programs.
- Designed and directed visual assets in Canva, Photoshop, Illustrator, and Figma for websites, campaigns, and multi-channel content.
- Trained colleagues on emerging AI tools, content systems, and evolving workflows to improve consistency and efficiency across teams.

Selected Client Results:

- **Increased product sales 60–112% through SEO and AEO content optimization.**
- **Sold out 100% of inventory three weeks after campaign launch, one month ahead of the deadline.**
- **Drove 70% month-over-month organic growth through data-driven content strategy and optimization.**
- **Generated 443K+ impressions for a highly competitive search query.**
- **Ranked 142 priority keywords across 111K+ combined monthly search volume, gaining 4,250+ ranking positions and earning placement in Google AI Overviews for 38 queries.**
- **Grew traffic and engagement 46% through local SEO strategy.**
- **Reached 10,089 monthly organic sessions, roughly 4,000 above goal, through data-driven content optimization.**

Digital Content Strategist & SEO Expert - Nov 2020 – May 2022

ZipLocal Marketing | Pleasant Grove, Utah

- Managed end-to-end content strategy, execution, and client relations for 120+ cross-channel accounts, including social, blog, email, Google Business, and PPC.
- Developed content plans, brand voice standards, publishing workflows, optimization strategies, and performance tracking across a large, varied client portfolio.
- Developed and implemented SEO strategies based on keyword research, search behavior, competitive analysis, and performance data.
- Managed and optimized Google Ads (PPC) campaigns for client accounts, adjusting targeting, budgets, and ad copy based on performance data.
- Created visual assets and graphics for social, blog, and Google Business Profile content while keeping brand standards consistent.

- Managed CRM workflows, email campaigns, and content calendars in HubSpot, Hootsuite, and Mailchimp to keep publishing consistent and on time.
- Drove content and optimization work that took 83% of managed accounts to first position in Google results for targeted terms.

Digital Marketing Intern - Aug 2020 – Dec 2020

Alpine Marketing Ventures | Alpine, Utah

- Supported content creation, SEO, blogging, Google Ads, WordPress, market research, social media, video, and graphic design projects.
- Contributed to social media strategies that lifted daily engagement 200–700% across client accounts.

Social Media Manager & Paid Ads Strategist - Aug 2016 – Aug 2020

Self-Employed | Orem, Utah

- Developed and managed social content strategies for B2B and B2C businesses, covering content planning, creative development, publishing, and optimization.
- Directed Google PPC campaigns for small e-commerce businesses, using campaign performance and customer behavior to optimize results and support sales goals.

EDUCATION

Bachelor of Science in Digital Marketing | Minor in Business Management

Utah Valley University, Orem, Utah | August 2017 – August 2021 | GPA: 3.70

CERTIFICATIONS

Google: Advanced Google Analytics, Google Ads Search

HubSpot: Content Marketing and Strategy, Social Media Marketing

Muck Rack: Fundamentals of Media Relations, GEO & Measurement

Stukent: MIMIC Social Media Strategy & Execution