

MORGAN DEBOEST JULSON

CONTACT

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📍 Portland, OR

SKILLS

Comms and Campaign Strategy
Account-Based Marketing
Team building
Employee and Channel Engagement
B2B & B2C Social Media Strategy
Brand Storytelling
Content Strategy
Demand Generation
Blog Strategy
Podcast Strategy
Webinar Strategy
Video Strategy
Event Planning
Strategic Account Planning
People Management

EDUCATION

BAJMC, Magazine Journalism
Drake University
2011-2014

CERTIFICATIONS

ABM Advanced + ABM Foundations
Demandbase
2022

Advanced Social Advertising

Hootsuite Academy
2022

LEADERSHIP

Co-Chair
Thesis Foundation
2022-2023

ERG Treasurer
Thesis
2023

Board Member
ThinkNW
2020-2022

PROFILE

Resourceful, energetic communicator with director-level experience and a passion for new technology, storytelling, and humanizing the digital experience. 10+ years experience (agency and in-house) in communications, content, and social media strategy, employee and channel engagement, leading teams, resourcing, client success, writing, and editing.

WORK EXPERIENCE

Director of Content Strategy

The Stoke Group

- Oversee content strategy programming for our industry-leading global B2B tech client across robust digital content streams, live events, and digital events, while collaborating with demand and marketing operations teams
- Lead a team of content strategists, writers, and freelancers
- Work closely with our client to develop quarterly content and campaign strategies and act as a true strategic partner in proposing new programming and channels

Sr. Strategist

Thesis

- Leverage ABM and digital marketing tools and technologies to develop new tactics for campaigns
- Develop holistic strategies from the outset and orchestrate the customer journey across numerous digital and traditional channels
- Lead strategic direction of projects, collaborating on campaign development with leadership, strategists, analysts, designers, writers, and developers
- Inspire teammates to shape engaging digital experiences that move customers along the conversion funnel
- Drive new business initiatives, including pitching, scoping, and facilitating client-facing conversations

Senior Strategist

Designory/eg+ Worldwide

- Elevated brands through strategic storytelling and inspiring messaging
- Oversaw multi-channel B2B strategy for Fortune 100 technology companies
- Developed agency social POV and best practices
- Provided strategic guidance and oversight on large social activations and the development of content strategies and plans for sales enablement materials, blog posts, event collateral, and content pods

Freelancer/Consultant

Self-employed

- Designed content experiences enabling clients across industries to reach their target audience and move them to take action
- Developed strategic frameworks for paid and organic social media, dynamic content marketing, paid media, and email marketing

Director of Marketing

EGR International

- Empowered Fortune 500 companies to build brand ambassadors in their employees, channel partners, and customers through innovative enterprise engagement solutions
- Managed the creation of all client program proposals, client presentations, and RFP responses
- Developed external content marketing strategy, including white papers, blog posts, email marketing, social media, and direct mail campaigns

Content Strategist

Dotdash Meredith

- Contributed to social media, SEO, design, and editorial projects for Better Homes & Gardens, Martha Stewart Living, Martha Stewart Weddings, Rachael Ray Every Day, Midwest Living, More.com, and other lifestyle and food brands
- Supervised interns and freelancers