

Julian Rogers

[email contact](#)
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Nevada / Pacific time zone

Marketing & Communications Director

Versatile senior communicator with substantial experience in digital / business / marketing / internal communications, multichannel marketing, brand management and web publishing.

Adept at multichannel marketing, brand management, and web publishing. Proven track record of successfully conceptualizing and executing robust digital media marketing strategies and business content plans to support organizational vision and strategic priorities. Proficient in leading teams, promoting brand identity, conducting market research, calculating ROI, overseeing campaign execution, and coordinating communications. Skilled in HubSpot, Adobe Creative Suite, Google Business Profile optimization, Yext, WordPress, HTML, and more. Exceptional communication and interpersonal skills, fostering strong relationships with clients, coworkers, and senior management.

Areas of expertise

- Strategic Communications
- Writing & Editing
- Web Publishing
- Reputation Management
- Social Media Management & Marketing
- Sales Enablement Collateral Creation
- Brand Management
- Online/Inbound Marketing
- Print Design & Production
- Multichannel Marketing
- Google Ads & Analytics
- AP Style
- Strategic Planning & Analysis
- Content Optimization
- Personnel Supervision
- Local & Technical SEO
- Event Management
- Vendor Management

Accomplishments

- Successfully transformed a primary and specialty care medical group, optimizing digital knowledge, search, and reputation management practices, resulting in increased patient demand and outperforming local competition.
- Received real-world recognition for exceptional communication quality and outstanding service.
- Led integrated rebranding efforts for diverse organizations, including healthcare, research, manufacturing, professional services, and engineering entities with local, national, and global reach.

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Career Experience

Doctor Community Lifecycle Marketing Manager

HealthTap, Sunnyvale, Calif.

2/2022 – Present

- Responsible for marketing communications, digital strategy, web content management, and healthcare provider relationship management at HealthTap, a leading digital health platform.
- Create and execute effective communication campaigns to attract, educate, and retain doctors on the platform, fostering community and trust.
- Utilize expertise in digital marketing, branding, social media, eCRM, and analytics to deliver relevant content and solutions.

Digital Strategist

Abbott Nutrition Health Institute, Columbus, Ohio

2021 – 2022

- Developed and executed global digital marketing communications strategy for Abbott Nutrition Health Institute.
- Managed online healthcare professional education and consumer communications, emphasizing engagement and retention.
- Ensured branding consistency and quality across international audiences.

Marketing Director

Northern California Medical Associates, Santa Rosa, California

2018 – 2021

- Implemented enterprise-wide style and visual branding guidelines, improving qualitative and bottom-line results.
- Led various initiatives, including website execution, reputation management, digital advertising, telemedicine rollout, and analytics tracking.
- Maximized SERP rankings and achieved record website traffic and patient ratings.

Web Communications Producer

Kaiser Permanente Washington, Seattle, Washington

2014 – 2018

- Analyzed online conversations to guide and execute digital engagement strategy.
- Managed editorial content and improved site architecture and usability.
- Led social media community management and increased organic reach and referral traffic.

Senior Marketing Communications Consultant

Juju Eye Communications, Calif./Wash./U.S.

2003 – 2014

- Provided marketing communications consulting services to diverse industries.
- Delivered successful communications deliverables for a wide range of clients.

Additional Experience:

- Web Content Manager, State of Washington, Labor & Industries, Tumwater, Wash. (2012)
- Sr. Manager / Manager, Internal Communications, Philips Healthcare, Bothell, Wash. (2006 – 2011)
- Marketing & Promotions Manager, Seattle Weekly, Seattle, Wash. (2004 – 2005)
- Marketing Manager, Talgo Rail, Seattle, Wash. (2001 – 2003)

Education

- Bachelor of Arts, Communications, University of Portland

Licenses & Certifications

- Technical SEO Certification, Moz Academy, 2021
- Inbound Marketing Certification, HubSpot Academy, 2020
- Google Online Marketing Certification, The Digital Garage, 2017
- Strategic Communications Management Professional Certification, Ithaca College, 2012
- MBA Certificate — Business Marketing, Tulane University, A.B. Freeman School of Business, 2006
- MBA Certificate — Business Management, Tulane University, A.B. Freeman School of Business, 2006
- American Management Association (AMA) Effectively Managing People Certification, 2002