

Julian Rogers

[email contact](#)
[Portfolio](#) | [LinkedIn profile](#)
Nevada / Pacific time zone

Marketing & Communications Director

Versatile senior communicator with substantial healthcare industry experience in digital / business / marketing / internal & employee communications, multi-channel marketing, brand management and web publishing.

Summary

Success conceptualizing and executing robust digital media marketing and business content plans to support organizational vision and strategic priorities via key messaging and storytelling. Expert at promoting consistent brand identity, enabling evergreen communications programs, employing a data-driven approach, overseeing campaign execution, and coordinating communications. Proficient in HubSpot, Adobe Photoshop, InDesign, Acrobat, Google Business Profile optimization, Google Workspace, Yext, WebMD, WordPress, HTML, Slack, Microsoft Office suite & more. Exemplary communication and interpersonal skills that ensure the ability to build lucrative relations with clients/customers, coworkers and senior management.

Areas of Expertise

- Writing, Editing & Proofreading
- Web Publishing
- Communications Strategy
- Sales Enablement Collateral
- Marketing Strategy
- Brand Management
- Online / Inbound Marketing
- Print Design & Production
- Multichannel Marketing
- Google Ads & Analytics
- Cross-departmental Integration
- AP Style
- Strategic Planning & Analysis
- Reputation Management
- Content Optimization
- Personnel Supervision
- Local & Technical SEO
- Content Marketing

Accomplishments

- Outranked the competition: Reconfigured primary and specialty care medical group to excel in digital knowledge, optimized search, and reputation management to meet patient demand and excel against local competition.
- Earned [real-world feedback](#) in recognition of communications quality and outstanding service. [Click to view.](#)
- Creative Judgement: Successfully led integrated re-branding efforts for several organizations, including healthcare, research, manufacturing, professional services and engineering organizations of local, national and global reach.

Career Experience

Doctor Community Lifecycle Marketing Manager, HealthTap, Sunnyvale, Calif.

2/2022 – 9/2023

Created, strategized and executed effective communications campaigns that attracted, educated and retained doctors on HealthTap's platform, and fostered a sense of community and trust among them. I used my skills and experience in writing, editing, digital marketing communications, community outreach, social media, eCRM, analytics, and branding to

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deliver relevant, useful, and inspiring content and solutions to doctors, meeting retention goals. I also collaborated with cross-functional teams and global stakeholders to ensure consistency, quality, and alignment with HealthTap's vision and goals. Led writing, production and distribution of weekly emails/newsletters from Chief Medical Officer and managed, conceptualized and distributed other healthcare business-related emails, web content, blog posts, social media, events and more.

- + Achieved 70%-plus open rate for CMO-authored and other network emails.
- + Created and managed comprehensive style guide resource for organization employees and contractors.

Skills: eCRM · Strategic Communications · Web Content · Writing · Employee Communications · Marketing Strategy · Digital Marketing · Brand Communications · System-Wide Integrated Communications

Digital Strategist, Abbott Nutrition Health Institute, Columbus, Ohio

2021 – 2022

Digital marketing communications strategy and tactical execution for global users for Abbott Nutrition Health Institute. Executed online healthcare professional education and consumer communications, engagement, retention and development of alternative marketing channels and new media. Managed a global scope requiring framework creation and guidelines for international audiences. Coordinated and delivered communication objectives with domestic and global stakeholders to maintain branding consistency, quality and experience.

Skills: eCRM · Strategic Communications · Web Content · Writing · Digital Marketing · Brand Communications · Communications Project Management

Marketing Director, Northern California Medical Associates, Santa Rosa, California

2018 – 2021

Accomplished qualitative improvement & bottom-line results; devised and rolled-out effective enterprise-wide style and visual branding guidelines. Achieved shared vision and objectives by conceptualizing high-impact creative and integrated communications plan. Led organization including website execution, reputation management program, digital advertising, print collateral, signage/corporate events, telemedicine roll-out, and analytics tracking.

- Maximized SERP rankings by developing digital management strategy, maintaining local listings and formulating web and listings content.
- Provided the highest all-time users and sessions in successive months for ncomahealth.com within 2020.
- Improved enterprise-wide physician and practice patient ratings ranging from 3.9 stars to 4.3 stars.

Skills: Marketing Strategy · Advertising · Leadership · Reputation Management · Strategic Communications · Web Content · Copywriting · Digital Marketing · Brand Communications · Communications Project Management · Content Marketing · Market Research · Creative Judgement · System-Wide Integrated Communications

Web Communications Producer, Kaiser Permanente Washington, Seattle, Washington

2014 – 2018

Non-profit research institute communications management: Analyzed online conversations to guide & execute digital engagement strategy and shared insights with stakeholders across the organization. Wrote, edited, and managed editorial content areas on research institute website (Concrete5) and social media platforms. Managed work plans and collaborated with cross-disciplinary teams to improve site architecture and usability. Trained/coached team members in web publishing best practices.

- Grew Increased website organic reach (1%), referral traffic (19%) and social media traffic (3%) in Q3 & Q4 2017 vs. Q1 & Q2 2017.audience by leading institute-wide social media community management and web/blog publishing.

Skills: Strategic Communications · Web Content · Writing · Digital Marketing · Brand Communications · Communications Project Management · Social Media Management · Reputation Management

Sr. Manager / Manager, Internal Communications, Philips Healthcare, Bothell, Wash. 2006 – 2011

Led employee internal communications for executive and business units (5k+ audience), deploying 300+ annual broadcast email distributions, intranet site management, communications coaching, presentation development, event management. Researched, wrote, edited, distributed and published brand-aligned business communications. Supported matrixed corporate branding & strategy messaging for sales, marketing and service groups across diverse workforce.

Developed (research/writing/editing/distribution) tactical messaging and strategic plans for sales, service and marketing groups. Created marketing collateral to support sales/marketing initiatives, supported customer relationship & marketing events, internal communications, multimedia & signage projects through direction of internal resources and external vendors/suppliers. Winner of "Associate of the Month" award in March 2007.

Skills: Strategic Communications · Intranet Content · Writing · Digital Marketing · Brand Communications · Communications Project Management · Email Marketing · Writing, Editing & Proofreading · Event Management

Senior Marketing Communications Consultant, Juju Eye Communications, Remote / U.S. 2003 – 2014

Executed and defined outcomes for customers in professional services, media, health science research, transportation, SaaS, non-profit marketing, and manufacturing/engineering. Worked as Moz Technical SEO-certified, Google digital marketing-certified, HubSpot inbound marketing-certified principal of marketing communications consulting business. Assisted businesses, augmenting local SEO, provided increased audience reach, and instituted winning marketing communication plans. Creative judgement used to guide clients toward optimal outcomes and new success.

- Designed and delivered successful communications content & campaigns for Redwood Family Dermatology, Thrive Global, NBC Sports NW, Better Marketing, Rallyware.com, Huffington Post, AT&T Thread, The Hit Job, Endless, Seattle PI, CSNNW, Oregon Sports News and more publications.

Skills: Digital Marketing · Reputation Management · Strategic Communications · Web Content · Writing · Marketing Communications · Brand Communications · Communications Project Management · SEO · SEM · Content Marketing

Additional Experience:

Director of Communications, TrueBlue, Tacoma, Wash.	2012-2013
Web Content Manager, State of Washington, Labor & Industries, Tumwater, Wash.	2012
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

Inbound Marketing Certification, HubSpot Academy

Google Online Marketing Certification, The Digital Garage

Strategic Communications Management Professional Certification, Ithaca College

MBA Certificate — Business Marketing, Tulane University, A.B. Freeman School of Business

MBA Certificate — Business Management, Tulane University, A.B. Freeman School of Business

American Management Association (AMA) Effectively Managing People Certification