

Julie C. Roth

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Director of Content Strategy

Dynamic leader and storyteller who creates successful content and strategies aligned to business objectives. Adept at partnering with stakeholders to develop clear and compelling stories to engage key audiences, both external and internal. Known for creativity, strategic thinking, and leading teams to success, e.g., increasing page views 455%, click-through rates 200%, and open rates 29%. Loves her work.

RELEVANT SKILLS

Hard skills: Content creation and management, Content marketing and strategy, Data insights, Editorial Direction, Engagement strategy, Gen AI prompting, Project management, Research, Social media strategy, Storytelling, Thought leadership, User engagement, User experience (UX), Writing and editing

Soft skills: Active listening, Adopting new technologies, Agility, Collaboration, Comfort with ambiguity, Creative thinking, Curiosity, Decision-making, Leadership, Problem-solving, Resourcefulness, Stakeholder management, Strategic thinking, Verbal and written communication

PROFESSIONAL EXPERIENCE

Accenture, global professional services company, New York, NY

April 2017 – August 2024

Strategic Marketing and Communications Advisor for the Office of the CMO, 2023 – 2024

Remit: Craft compelling narratives that resonate with C-suite audiences across content channels, furthering such business priorities as cybersecurity, generative AI, and the Cloud.

Global Internal Content Lead, 2019 – 2022

Remit: Lead team to inform, engage, and inspire all 738,000 employees. Influence some 200 communications professionals to improve content's alignment across the enterprise.

- Developed editorial strategy and processes for firm-wide newsletter — reducing corporate email 46% and boosting click rate 200% in one year. Won Drum Award for Tech-led Innovation.
- Increased global page views 455% with storytelling that prioritized audience engagement. Edited and continually optimized content based on performance.
- Partnered with senior leadership to redefine company's internal communications strategy. Developed communication architecture and channel governance to execute that strategy.
- As content thought leader, created style guides to improve content quality across the firm. Advised cross-functional teams and leaders on best practices for writing, storytelling, and brand voice.
- Led team to create content and track its performance. Managed content calendars and edited all articles, videos, scripts, case studies, and UX content.

Internal Communications Lead for Accenture Strategy, 2017 – 2019

Remit: Develop strategy and content to inform and engage division's employees across internal website, newsletter, broadcasts, videos, and live events.

- Drove 92% of the target audience to the site each month using compelling content, refined in response to data analysis. Grew page views 201% and event attendance 37% in one year.
- Boosted weekly newsletter's open rate by up to 29% each quarter with constant A/B testing and adjustments based on content performance.
- Led a team of staffers and contractors to produce thought-provoking content and analyze data to improve it, creating a culture of innovation and continuous improvement.

Willis Towers Watson, global insurance broker, New York, NY

January 2011 – April 2017

Director of Digital Marketing and Communications

Remit: Establish company's digital marketing vision and strategy to increase awareness, consideration, and differentiation among B2B decision-makers worldwide.

- Developed and implemented content marketing strategy to engage audiences across media channels. Finalist for the Digital Communications Award for Content Marketing.
- Launched industry-leading WillisWire blog and served as its editor-in-chief. Drove 40,000 page views per month publishing lively thought leadership that opened doors with prospects.
- Built relationships with senior executives to inspire them to write their own blog posts and use them reach prospects. Fostered a collaborative culture, earning their editorial trust.
- Established the company's social media strategy, presence, and voice. Directed 24 accounts worldwide.

ADDITIONAL EXPERIENCE

- Achieved 2 million page views per month as managing editor of the consumer website NetGuide, managing content partnerships, producers, designers, programmers, and external agencies.
- Increased monthly unique visitors from 311,000 to 1,052,000 and brand awareness from less than 1% to 13.5% as Director of Marketing & Online Strategies for news startup APBnews.com.
- Developed and edited innovative Crime Solvers channel to engage APBnews.com audiences with real case files, fun downloads, a column by a celebrity FBI profiler, and a whodunit game concept.
- Drove 12% of all G20 tweets as managing editor of blog and social media for Oxfam International's G20 Summit campaign.

EDUCATION

Master of Arts, English – New York University, New York, NY

Bachelor of Arts, English – Allegheny College, Meadville, PA (minors in graphic design and in history)

AWARDS

- The Drum Awards for Marketing Americas – Technology-led Innovation winner: Good Morning, Accenture internal newsletter
- Digital Communications Awards – Content Marketing finalist: Willis content marketing
- The Webby Awards – Legal Websites winner: Justice Learning, a partnership of Annenberg/Justice Talking/New York Times Learning
- Online Journalism Award winner: Creative Use of the Medium winner – APBnews.com's Crime Solvers feature, "The Green Basin Murders" (originally the Scripps Howard Foundation Awards)