

# [ Julian Ivey ]

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## PROFILE

Highly accomplished Marketing Technologist and Digital Communications manager with a proven track record of success in the hospital & health care, broadcasting, e-commerce, and restaurant sectors. Proficient in Marketing strategies, Search Engine Optimization (SEO), SEM, HTML, CSS, Analytics, Graphic Design, Video Production, Photography, Microsoft Suite, WordPress, Drupal, Digital Asset Management (DAM), Website Speed, Website Optimization, and Advertising. A dynamic and results-driven professional with a degree in Broadcast Journalism focusing on Speech from the University of Nebraska at Omaha.

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## WORK EXPERIENCE

### **Digital Communications Manager | HDR**

12/2021 - 5/2024 | Omaha, Nebraska

- Developed a comprehensive digital strategy and led a digital transformation initiative
- Conducted thorough assessments and analysis of internal, external, and hybrid platforms
- Provided recommendations and established processes, tools, and governance
- Oversaw the onboarding and implementation of Analytics for Intranet (Matomo)
- Successfully managed Google Analytics 4 implementation and training for HDRinc.com
- Led the onboarding and implementation of the Conductor SEO platform
- Managed internal and external digital communication channels, including Intranet, SharePoint, WordPress, Yammer, Digital Displays, and Eloqua (Email) internally, and HDRinc.com, LinkedIn, Facebook, Instagram, YouTube, and Eloqua (Email) externally
- Responsible for ensuring functionality, content display and sharing, navigation, data analytics and reporting, enhancements, and integrated communications on digital channels.

### **Marketing Technologist | Nebraska Medicine**

2/2008 - 12/2021 | Omaha, Nebraska

- Managed, built, and maintained WordPress and Drupal websites for Nebraska Medicine
- Researched, recommended, and implemented marketing tools and technology for the department, including:
  - Wrike Project Management
  - Big Commerce for Company Store e-commerce website
  - Drupal administrator for NebraskaMed.com
  - Mailchimp for Company Store
  - Salesforce Administration (Health Cloud and Marketing Cloud)
  - Checkfront Online Booking System
  - Microsoft SharePoint site for the Marketing Department
  - DermPro eCommerce solution for Village Pointe Aesthetic Surgery and Dreams MedSpa
  - First Up (Intranet platform fka SocialChorus)
  - WordPress websites

- WebDAM (Bynder) digital asset management software administrator
- Enhanced website functionality for speed and optimization with the appropriate technologies, like Google Search Console
- Analyzed tracking data to improve specific campaigns and identify sources of web traffic
- Built and maintained websites and web pages
- Implemented Search Engine Optimization strategies (JSON-LD, Schema Data)
- Implemented Google Tag Manager
- Designed graphics using Photoshop and other Adobe CC products
- Developed, implemented, and trained staff members in Internet technology
- Established standards of practice for Internet operations
- Conducted User Experience testing

### **Web Content Coordinator | Journal Broadcast Group**

1/2007 - 2/2008 | Omaha, Nebraska

- Relaunching/launching and managing websites for Action 3 News, Z-92, Channel 94.1, Big Sports 590, Star 104.5, CD 105.9, TNT Radio Empire, Big Red Now, and Omaha Bride Guide
  - 75% page view increase overall in the first year
- Journal Broadcast Group Website of the month February ([www.action3news.com](http://www.action3news.com)) and May ([www.channel941.com](http://www.channel941.com))
- Relaunched three websites and launched six new websites
- Development, implementation, and training of staff members in all aspects of the internet and Internet culture
- Establishing standards of practice for Internet operations
  - Live streaming video for breaking news (first in Omaha market)
  - Developed process of ad insertion and traffic in live video and radio streams
  - Timely content standards for the news team
- Development of large-scale web strategies to generate revenue
- Website and webpage “build-out”
- Search Engine Optimization
- Graphic design
- Writing content

### **Copywriter/Web Designer | Dynamic Digital Advertising**

3/2006 - 9/2006 | Southampton, Pennsylvania

- Managing the search engine optimization of an e-commerce website ([www.chains-and-charms.com](http://www.chains-and-charms.com))
- 325% improvement in website hits (when hits were the standard unit of measurement for websites)
- Hand-coding HTML pages and updating website information
- Tracking website sales and analytics
- Integrating live chat functionality into the website
- Troubleshooting problems with computers and e-commerce accounts
- Writing SEO content for categories, subcategories, and product descriptions

### **Photojournalist/Producer | Hearst-Argyle (KETV News Channel 7)**

7/2004 - 3/2006 | Omaha, Nebraska

- Monitoring news feeds, preparing news packages for voicing by anchors and reporters, and editing tapes for newscasts
- Organized local news stories and wrote scripts for the local newscast.

- Videotaping live, breaking news, and special events.

## EDUCATION

**Broadcast Journalism**  
University of Nebraska at Omaha  
1/2005

## VOLUNTEERING

**Abide Network**  
I have worked in a variety of areas for Abide. Those areas have been coaching basketball, audio/visual technician, and consultant. I have also driven vans, been a classroom teacher, and an event volunteer.

## CERTIFICATES

**Full-Stack Web Developer**  
Northwestern University  
12/2020

**Digital Accessibility for Developers**  
Siteimprove  
11/2018

## REFERENCES

**Jeff Coolman** | Sr. Software Engineer at Kansas City University  
402.598-9740

**Michaela Starks** | Nebraska Medicine Administrative Services  
402.637.6834

**Jason Bash** | Director of Growth Marketing at Propeller  
402.238.6363

**Mark Kraynak** | Corporate Communications Manager at HDR  
402.800.7257