

Kim Julian

MARKETING ASSOCIATE

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Kim's strength is in writing and editing and CRM, with a focus on creating and managing marketing collateral that tells compelling stories, connects brands to customers, and inspires results-oriented outcomes.

With more than 25 years of experience writing and editing marketing materials across many industries, Kim brings content expertise to all types of B2B and B2C campaigns. Her deep knowledge of CRM allows her to create the links that make the customer journey a seamless and branded process.

EXTENSIVE EXPERTISE IN:

SalesForce and Marketo

Customer-centric sales programs

Sales collateral

Event materials

Vendor and partner contracts and relationships

C-Suite speeches

Kim previously worked as Editor, Writer, and Marketing Specialist at a \$4.5 billion manufacturing company where she managed marketing collateral for North America and at a global level in English-speaking countries. Projects included large trade shows, product launches, webinars, and campaign materials. She has started a non-profit to help support her local community and continues that effort part-time.

Kim earned her Bachelors from Arizona State University in Tempe.

KNOWN FOR:

Salesforce
management

Hubspot
management

Live-editing
sessions

Sales &
marketing
collaboration



empirical
consulting solutions