

Juliana Kenny

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Content Marketing • Copywriting • Brand Strategy • B2B • IT, Cloud, Telecom

EXPERIENCE

Self-Employed

Blaine, WA

Freelance Brand Strategy, Copywriting, and Content Marketing

Mar. 2019 - present

- Write, edit, and proofread website copy, blogs, emails, infographics, case studies, press releases, pillar pages, social copy, eBooks, white papers, checklists, flyers, worksheets, handbooks, and collateral
- Create client branding and messaging material, including brand script, unique selling proposition, brand pillars, tone and voice, and buyer personas
- Ensure consistent brand voice and messaging throughout all marketing material
- Conduct branding exercises to align client brand with target audience
- Strategize and roadmap content marketing programs

Mojenta (formerly Mojo Marketing)

San Diego, CA

Content Manager and Brand Strategist

July 2016 - Jan. 2022

- Managed and executed content creation for 20+ clients in the B2B telecom, IT, and cloud industries
- Oversaw hiring and daily work of freelance and in-house copywriters and proofreaders
- Managed and executed branding projects for each new client, including creating unique selling proposition, brand pillars, voice and tone, brand script, and buyer personas
- Ensured consistent brand voice and messaging throughout copy for each client
- Wrote, edited, and proofread website copy, thought-leadership blogs, emails, infographics, case studies, press releases, pillar pages, social copy, eBooks, white papers, checklists, flyers, worksheets, and collateral
- Created customized, multi-month content roadmaps based on target buyer personas and SEO goals
- Created and maintained in-house style guide for writing, grammar, and content best practices

Blouin News, Louise Blouin Media

New York, NY

Technology and Science Channel Writer and Editor

Sept. 2012 - July 2016

- Wrote daily analysis-based articles for a global news website
- Developed long-term content projects, including heavy research-based, in-depth articles, and thematic blogs
- Curated breaking news stories for Technology and Science channels of blouinnews.com
- Conducted in-person interviews with world-renowned subject matter experts for video and digital print content
- Represented Blouin News at web development, climate science, cyber security, and neuroscience conferences
- Hired and managed a team of freelance writers
- Maintained SEO and visibility of Blouin News via social media and Google News

Technology Marketing Corporation

Norwalk, CT

Managing Editor

June 2010 - Sept. 2012

- Wrote and edited content for a highly visible B2B technology media website
- Managed editorial team and oversaw content quality assurance, client interactions, project launches, and brand representation
- Recruited and trained new editors and freelance writers
- Maintained and developed over 40 strategic client accounts
- Attended nationwide trade shows to record client video interviews and engage prospective clients

EDUCATION

University of Connecticut

Storrs, CT

Bachelor of Arts, English - Concentration in Irish Literature; Bachelor of Arts, French; Minor, Art History

2004 - 2008

National University of Ireland, Galway (Study Abroad)

Galway, Ireland

Completed coursework for Concentration in Irish Literature

Aug. - Dec. 2006