

Julian Knight

Montclair, NJ • (201) 310-7063 • mknightjulian@gmail.com

LinkedIn - <https://www.linkedin.com/in/julianknightdev>

Personal Website - <https://www.julianknight.dev/>

I'm a digital marketer with a dynamic skill set, B2B and B2C sales experience, and an entrepreneurial spirit. I combine data-driven strategies with creative thinking and hands-on technical expertise to drive sales and revenue through multiple channels.

WebMD Health, Newark, NJ

Product Manager - Consumer Personalization (December 2022 - October 2023)

Following an acquisition (see below) promoted me to spearhead personalization initiatives on WebMD.com, the largest consumer healthcare website. I led the development of a content recommendation engine that used machine learning to recommend articles based on user's history, preferences, interests, and behaviors.

Selected Contributions:

- Drove the product vision, strategy, development, and roadmap, prioritizing features based on sales objectives, customer needs, user insights, stakeholder feedback, and market research.
- Collaborated and ideated with stakeholders and cross-functional teams, including sales and marketing, to create a personalization strategy that balanced enhancing the user experience with supporting the business's revenue and sales goals.
- Developed hypotheses, conducted A/B testing, analyzed results, and implemented new product features with the following results:
 - 10% lift page views and articles read per visit.
 - 15% lift click-throughs from email marketing
 - 3% increase in audience quality
- Partnered with editorial team to implement and train generative AI to create 1,000+ articles for content recommendations to website visitors.
- Defined and monitored key performance indicators (KPIs) to track product performance and make data-driven decisions.
- Communicated product updates, timelines, and milestones to sales leadership and key stakeholders.

Frontline Medical Communications (acquired by WebMD Health in 2019) - Parsippany, NJ

Director of Sales, Marketing and Operations (August 2008 – December 2022)

Entrepreneurial leader of a recruitment advertising business unit for a large medical publisher. Leveraged my sales experience and customer-centric approach to drive revenue, marketing, and product strategy. *Selected Contributions:*

- Conceptualized, coded, launched, steered the product roadmap, and drove sales for three (3) job boards and a continuing education website.
- Sold to customers through cold outreach and developed strong business relationships, ensuring an ongoing revenue stream of repeat sales.
- Implemented a strategic sales system for the business development team using a multi-touchpoint outreach strategy. Exceeded team and individual sales goals through upsells into premium packages.
- Orchestrated a lifecycle marketing strategy that nurtured healthcare advertisers down the sales funnel, generating \$3,500,000 of e-commerce job advertisements and a 20% increase in qualified inbound leads for the sales team.

- Created sales literature, marketing materials, landing pages, and an online media kit I coded, deployed, and managed. Authored newsletters, social media, and blog posts through copywriting, long-form content creation, and repurposed content.
- Conducted regular market research to identify industry trends and competitor offerings, providing insight for product and service enhancements.
- Masterminded and a multi-channel digital marketing strategy targeting passive job-seeking physicians, nurse practitioners, and physician assistants resulted in over 350,000 registered users.
- Optimized direct marketing to job seekers to ensure customer success by growing key customer deliverables as follows;
 - Grew searchable resume database from 0 - 20,000 CVs
 - Increased daily job applications by 50%
- Implemented an algorithm and marketing automation to match 20,000 resumes with 7,500 job listings and generate daily alerts sent to 1,500 employers by email and SMS.
- Designed, coded, and deployed first-ever mobile-optimized e-newsletters using responsive design to engage 200,000 job seekers and 1,500 employers.
- Utilized my analytical skills and tools to track and analyze key performance metrics, generate reports for leadership, and make data-driven decisions about sales and marketing strategies.

Unimac Graphics/SCI (Strategic Content Imaging), Carlstadt, NJ
Sales Executive (January 2003 – August 2008)

Pioneered digital and personalized printing sales for a significant commercial printer. *Selected Contributions:*

- Exceeded my sales goals consistently by 10% per year.
- Used phone, email, and social media outreach to schedule virtual and in-person presentations and close new business.
- Honed strong interpersonal, verbal, and written communication skills.

SKILLS

Software/Platforms

- Marketing platforms, including Pardot and Higher Logic
- CRMs, including SalesForce and ACT!
- Project Management platforms, including Jira, Trello, and Confluence
- Adobe Creative Suite, Adobe and Google Analytics, and Tableau
- Microsoft Office Suite and Google Workspace
- Social media - Hootsuite and Sprout Social

Technology

- HTML, CSS, and JavaScript with expertise in responsive redesign
- WordPress - build and maintain sites with original themes and plug-ins
- Email Marketing - maximize deliverability, open, click-through, and response rates
- Website Optimization - improve SEO, first-time and repeat visits, conversions, UX/UI.
- Machine Learning and AI for implementing personalization and automation.

EDUCATION

Thomas Jefferson University, Philadelphia, PA - Bachelor of Science in Marketing