

Julie Riley

SOCIAL MEDIA MANAGER & STRATEGIST

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Senior marketing and social media strategist with 15+ years building programs that connect audience growth, content, community, and digital strategy to measurable business outcomes. Experience spans in-house, agency, B2B, SaaS, and consumer environments, including building functions from zero, scaling global communities, and leading cross-functional campaigns across organic social, paid media, influencer marketing, employee advocacy, and YouTube.

EXPERIENCE

Social Media Manager

2024 – Present

ConstructConnect · Remote

Construction software and data company serving the commercial construction industry with preconstruction intelligence, project data, and workflow solutions.

- Built the social media function from zero, including strategy, reporting, attribution, workflows, and KPI infrastructure.
- Generated 26,900+ website sessions and 521+ inbound leads from organic social in six months, directly supporting demand generation.
- Revived the corporate YouTube channel to 143K+ views, 2,300+ watch hours, and 800+ subscribers through SEO-driven optimization.
- Launched influencer partnership and employee advocacy programs on LinkedIn and Facebook to expand reach and customer engagement.
- Managed paid social execution across LinkedIn and Meta, aligning targeting, budget allocation, conversion tracking, and brand goals.
- Partnered with product marketing, demand generation, design, and leadership to execute campaigns, launches, webinars, and events across the funnel.

Social Media Manager

2020 – 2023

StreamYard · Remote

Live streaming software platform enabling creators and brands to broadcast professional video content across social channels.

- Grew and led a global community from 7,500 to 26,000+ members, including Spanish-speaking and VIP segments.
- Increased social media engagement by 740% across Facebook, LinkedIn, and YouTube through content planning and segmentation.
- Created and produced two recurring monthly live shows focused on industry expertise and content production.
- Managed two part-time contractors and three community volunteers across content production, moderation, and execution.
- Built performance tracking systems and content workflows, including community guidelines and moderation protocols.

Co-Founder & Owner

2018 – 2021

Depict Media · Wichita, KS

Marketing agency serving nonprofits, events, retail, hospitality, fitness, and professional services clients.

- Co-founded Depict Media through the merger of Inspire Media and Backspace Media, combining client rosters and expanding service offerings.
- Expanded services to include paid social, live video marketing, and chatbot automation, increasing active clients by 50%.
- Managed client strategy, content execution, campaign delivery, and business operations following partner separation.
- Mentored interns and entry-level marketers on agency best practices and client delivery standards.

Community Moderator & Contributor

2018 – 2020

Social Media Examiner · Remote

Leading digital media publisher focused on social media marketing education, industry news, and events.

- Drove event-related engagement on the company's 500K+ follower Twitter account, increasing engagement by 20% through live interaction.
- Moderated the 1,000+ member Social Media Marketing Society Facebook community through discussion and relationship building.
- Created event content and fostered conversations that contributed to a 20%+ increase in event registrations.

Founder

2017

Inspire Media • Wichita, KS

Boutique media and marketing business that preceded the formation of Depict Media.

- Launched and managed client onboarding, discovery, and project scoping processes, ensuring engagements aligned with business goals, timelines, and budgets.

Social Media Manager

2015 – 2017

RSM Marketing • Wichita, KS

Agency providing marketing strategy and execution for regional and national brands across multiple industries.

- Managed social media strategy and execution for 20+ regional and national clients as the agency's sole specialist.
- Developed organic and paid campaigns aligned with client goals, including content, scheduling, reporting, and ROI measurement.

SKILLS & TECHNOLOGIES

Skills: Social Media Strategy, AI & Workflow Automation, Content Strategy, B2B Marketing, Community Growth and Engagement, Campaign Management, Marketing Operations, Content Calendar Management, Marketing Analytics, YouTube Strategy and SEO, Employee Advocacy, Influencer Marketing, Audience Segmentation, Cross-Functional Leadership, Paid Social

Technologies: Agorapulse, Sprout Social, HubSpot, LinkedIn, Meta, Facebook, YouTube

CERTIFICATIONS, EDUCATION & AWARDS

CERTIFICATIONS

- Social Media Certification — HubSpot Academy, 2026
- Social Media Marketing II Certification — HubSpot Academy, 2026
- NLP Master Practitioner — Captivate on Command, 2023
- NLP Practitioner — Captivate on Command, 2020

AWARDS

- Marketer of the Year — AMA Wichita, 2019
- Women Who Lead — Wichita Business Journal, 2019
- Career Woman Award — Wichita Business Journal, 2019

EDUCATION

- Marketing — Wichita Area Technical College. Dean's Honor Roll, College of Business and Entrepreneurship Scholar
- Interior Design — Wichita Area Technical College
- Business Administration — Capella University

BOARD SERVICE & SPEAKING

DIGITAL WICHITA

- Board Member — 2026 to Present. Event programming, planning, budget management, and community programming.
- Board Member & Speaker Chair — 2017 to 2025. Recruited and coordinated speakers for Social Media Day Wichita.

CONFERENCE SPEAKING

- Social Media Conference Suriname — Oct 2023, Day 1 closing keynote
- Social Media Week Lima — June 2023, June 2021
- Social Media Day Wichita — June 2023, June 2019