

Julie Niehoff

Executive Level Marketing Education Professional

PERSONAL PROFILE

A recognized leader in marketing education with significant experience in curriculum development, instructional design, presentation and training. Twenty-plus years of intense focus on the relationship between marketing strategy and emerging technologies, working to bring key aspects of these two genres together to give classroom participants a valuable and practical advantage.

- Personally facilitated marketing classes for more than 120,000 SMB and nonprofit professionals in small, live classroom-setting workshops and conference breakout sessions since 2006
- My marketing education curriculum has been used to teach more than 1.5 million SMB and nonprofit professionals including more than 50,000 college students since 2006.
- I am passionate about marketing in all forms and have significant experience with curriculum development, distance learning, instructional design and presenter training
- I appreciate and am comfortable with both live, classroom instruction and advanced distance learning tools, including online lectures, on-demand lessons and learning management systems
- Named a top small business influencer in 2011 by Small Biz Trends and Small Business Technology Magazine for work in the field of marketing education
- My teaching style is professional but relaxed and approachable. I take great care to make the most complicated topics, strategies and technologies as simple and practical as possible

WORK EXPERIENCE

My professional experience in marketing education is varied and gives me a unique perspective, beneficial for a diverse and inclusive student body. I have worked with college-age students as well as adult learners already in the work force and find that each group brings specific needs to the classroom.

Distance Learning Media, LLC

Co-Founder and Chief Marketing Officer, March 2016 – Present

Responsible for all business development, curriculum production and partnerships. Distance Learning Media is a publishing and production firm focused on adult education, professional development and coaching, offering both live and online classroom materials.

Currently managing three programs for Distance Learning Media:

- Founder, Small Biz Camp – A series of one and two-day retreats for small businesses and nonprofits to come together for inspiration, collaboration and growth. The series promises participants no sales pitches, no long lectures and no boring slide presentations. Instead, we feature short Influencer Power Talks, Local Success Stories and Peer to Peer discussions. 17 cities are scheduled for the 2017 season, 10 are in Texas.
- Host, The Easy Marketing Guide with Julie Niehoff [podcast] – A weekly mixed-format program that offers real-world, practical marketing advice for small businesses and nonprofits. The program is featured on iTunes, SoundCloud, Stitcher, GooglePlay, TheEasyMarketingGuide.com
- Moderator, Civil Society Talk Show – In partnership with Austin Community College, this television program features state and local leaders in round table discussions on key topics affecting the community at large. The show will begin airing in the Austin area January 2017

The Center for Nonprofit Studies at ACC

Lecturer; 2014 – Present

Provide marketing and outreach curriculum, facilitate programs, assist with program development and planning. I created and facilitate ACC's Certificate in Marketing and Promotions for Nonprofits program. Also taught marketing for the Certificate in Nonprofit Management series and other special events.

Constant Contact, Inc.

Director of Education; August 2006 – February 2016

Responsible for the company's robust global marketing education program, offering free and almost free live classes and online courses across the US, Canada and the UK. Produced curriculum on various forms of marketing including the basics, online marketing, demand generation, brand management, customer engagement and connection marketing. Oversaw local-expert program with 300 instructors hosting 8,000 seminars and workshops annually with an avg of 35 participants, added webinars 2009.

- Personally facilitated more than 1000 live classes and 200 webinars between 2006 and 2016
- Served as a guest lecturer at a number of colleges and universities in that time, including:
 - The University of Texas at Austin
 - The University of Texas Dallas
 - The University of Texas San Antonio
 - Austin Community College
 - Del Mar College
 - Collin College
 - University of Houston
 - Southern Methodist University
 - The University of Edinburgh
 - Tyler Junior College

WNMG - Whitney-Niehoff Marketing Group, LLC

Co-founder and Chief Marketing Officer; August 2002 – August 2006

WNMG is a Technology Marketing firm specializing in the hospitality and events/meetings industry. Created, marketed and deployed the Destination Business System – a custom enterprise online CRM system for convention and visitors bureaus. The system is still in use in Tier 1 and Tier 2 destinations. My system was deployed and still manages the backend systems for website and convention sales in Dallas, Austin, Houston, San Diego, Vancouver, Cleveland, Las Vegas, Hawaii, Sydney and more.

I was also responsible for full website overall and go-to-market consulting for CVB executives and sales teams providing guidance on branding and promotion, helping CVB staff understand new technology to grow their own sales and promotions. Also created a full-service online portal for meeting and event planners called Meetings Central and created the first ever live group booking engine for event planners to book more than 4 rooms at a time. Integrated with hotels.com in 2005. Sold the company in 2006.

Dallas Convention & Visitors Bureau

Director of Interactive Marketing; August 1999 – April 2002

Oversaw redevelopment of the city's online presence, rebranded tourism and convention sales websites (visitdallas.com), managed all web properties and architected a backend enterprise CRM system that ties web content, sales and marketing materials and client services into a single cloud-based system. My system was called the Dallas Business System and later designated the Destination Business System.

ADDITIONAL PROFESSIONAL ACTIVITIES

Public Speaking

A celebrated keynote presenter, speak regularly at a variety of association and industry-specific conventions as well as general assembly programs for a number of national and international events.

Key Speaking Experience includes events hosted by:

- SXSW
- SCORE
- Dell
- Intuit
- Google
- Microsoft
- Facebook
- Twitter
- LinkedIn
- Social Good Summit
- Austin + Social Good
- eWomenNetwork
- Social Media 4 Nonprofits
- American Association of SBDCs
- Texas Association of CVBs
- Texas Travel Industry Association
- Texas Charter School Association
- UTSA Small Business Development Center
- Collin Small Business Development Center
- Dallas Small Business Development Center
- FW Small Business Development Center
- Houston Small Business Development Center
- El Paso Small Business Development Center
- Austin Chamber of Commerce
- Dallas Chamber of Commerce
- San Antonio Chamber of Commerce

Regular Writing & Publications

Huffington Post; 2014-Present

Regular contributor, personally invited by Arianna Huffington in 2014 to contribute articles on marketing, small business, growth strategy, technology, nonprofits and work/life balance.

<http://huffingtonpost.com/julie-niehoff>

The Business Journals, 2011-Present

I have written a number of articles for the business journals organization, topics range from event marketing strategy to changes in technology to small business and nonprofit growth trends.

<http://www.bizjournals.com/bizjournals/bio/20711/Julie+Niehoff>

Plan Your Meetings Magazine; 2014 - Present

My background in the meetings and tourism industry, particularly destination and hospitality marketing, gave me the unique opportunity to share event marketing strategies on a regular basis with this publication. My contributions can be found at

<http://planyourmeetings.com/author/julie-niehoff/>

Additional Publications; Ongoing

I write regularly for a number of other publications and digital properties including Alignable.com, Nonprofit Quarterly, Austin Community College, North Texas SBDC Network and others.

Volunteer Activities

Boys and Girls Club of Austin Area

Marketing Communications Committee; 2011 - Present

Center for Nonprofit Studies at ACC

Member of the Council for Community Leadership; 2015 – Present

Texas Association of Nonprofit Organizations

Board Member; VP of Marketing & Outreach, Vice Chair; 2009 - 2015

Association of Fundraising Professionals International

Marketing Committee; February 2010 – January 2012

Contact Information

Julie Niehoff

Email: julieniehoff@gmail.com

Phone: 469-667-5651

Mailing Address

3505 Cloudy Ridge Road
Austin, Texas 78374

Key Social Media Profiles

Facebook: <http://facebook.com/julienie>

Twitter: <http://twitter.com/julieniehoff>

LinkedIn: <http://linkedin.com/in/julieniehoff>

Instagram: <http://instagram.com/julieniehoff>

Web Properties

<http://JulieNiehoff.com>

<http://TheEasyMarketingGuide.com>

<http://DistanceLearningMedia.com>