

Julie A. Downey
www.JulieAJViolaDowney.com
773/486-6391
julieadowney@gmail.com
Madison, WI 53714

EDUCATION

Master of Arts: Interdisciplinary Arts, Columbia College, Chicago, IL, 2009

Bachelor of Science: Communications & Creative Writing, Bradley University, Peoria, IL 1993

WRITER/EDITOR

CORE Personal Coaching, Lisle, IL, (remote, freelance) *November 2018 to present*

Created website map (acorespace.org), and write and edit content directly in GoDaddy. Ghostwrite and edit blogs. Manage social media accounts. Develop marketing strategy with business owner.

MicroAccounting, Richardson, TX (remote), *April 2014 to March 2018*

As content marketing specialist, I worked in collaboration with accounting, human resources, and other business software experts to create written marketing materials. Responsibilities included researching technical product data and crafting user-friendly website copy, blog articles, and printed pieces.

After the in-house designer position was eliminated, I built and edited web pages and blog posts using WordPress, and applied strategic formatting and tags for optimum SEO; I worked with outside designers when we needed greater technical expertise.

I was responsible for building our social media presence, and shared content on major platforms and edited team member profiles.

In collaboration with designers and internal teams, I wrote and edited conceptual print pieces and tradeshow signage, and edited copy directly in Adobe InDesign before passing it to the freelancer. When we needed headshots, I found a photographer and managed the Chicago shoot. When we needed a sculptural piece for a show, I sourced and managed the artist.

I wrote press releases and set them up in PR Web. In addition, I wrote sales emails to target markets, set them up in AutoPilot and MailChimp, and created landing pages, providing instructions to web designers.

Concurrently, I held the same responsibilities for affiliate companies **Workforce Go!**, a software provider (*October 2016 to March 2018*), and **xkzero**, a mobile app developer (*April 2014 to December 2016*).

Let Eric Play, Lansing, MI (virtual), *Spring 2012*

Led Twitter campaign for organization that successfully changed disability rights laws within Michigan High School Athletic Association, extending age eligibility to 19 for students with Down syndrome

DetroitMusic.TV, Detroit, MI *March 2011 to February 2012*

As managing editor of the web site, selected & uploaded videos, & wrote descriptive text using WordPress; as managing producer of weekly Internet TV show, "DetroitMusic.TV Live," booked & photographed guests, & publicized shows via social media

Bluerock Property Management, Southfield, MI *January to July 2010*

Developed print ad for North Park Towers (photographed property; designed layout & wrote copy)

WRITER/EDITOR (cont'd)

The Silent Nation Project, Chicago, IL, *June to July 2008*

In support of educational programs supplementing the PBS-award winning documentary film, *Standing Silent Nation*, edited marketing material text, promoted festival using online marketing tools, & solicited donations; informed community members about sustainable farming & its economic benefits; photographed events

Chicago Public Schools, Daniel Boone Elementary School, Chicago, IL, *January to June 2007*

Researched & wrote grants for Community School programs; photographed student and adult enrichment activities, created promotional print materials for fundraisers; developed web presence with photo essays depicting the lively culture and visual evidence of the need for beautification funding

marchFIRST, Chicago, IL, *March 2000 to July 2001*

Wrote web site copy for insurance client Allstate and online consumer goods store easyfurnish; wrote conceptual interactive banner ads with art directors for financial client Nuveen; developed conceptual web sites for new business pitches (health care information portal & consumer electronic device)

Ameritech, Chicago, IL, *April to December 1999*

As interactive copywriter, wrote web site copy; used customized content editing software

Freelance, Chicago, IL, *January 1997 to December 2004*

Edited trade association materials: professional conference transcripts (Society of Actuaries), fact sheets (Bank Administration Institute); edited associate profiles for staffing firm (Paladin)

Brentwood Media Group, Los Angeles, CA, *January 1994 to October 1995*

Wrote features articles published in the *Westwood News*, *Brentwood News*, & *Santa Monica News*

PROJECT MANAGER

Change::The Music, Detroit, MI, *January to June 2010*

Curated online arts compilation; gave voice to socially conscious artists; partnered with the U.S. Social Forum to elevate Detroit's position as a city of creators & thinkers

Ameritech, Chicago, *October 1998 to April 1999*

Managed marketing & advertising budget for telecommunications company

Team One Advertising, El Segundo, CA, *March to December 1996*

Developed strategies to build Internet presence & sales for luxury automobile client, Lexus; wrote creative briefs; managed creative projects; managed budgets; prepared client meeting materials

Davis, Ball & Colombatto, Los Angeles, CA, *October 1994 to April 1996*

Handled administrative tasks for advertising agency's client, Southern California Toyota Dealers Advertising Association, tracked \$26 million annual media budget; routed broadcast & print media copy; coordinated promotions with professional sports teams; prepared meeting binders & coordinated schedules

EDUCATOR

Illinois Institute of Art, Schaumburg, IL, August 2012 to August 2014

Taught college-level media arts courses (Survey of Film and Video, Introduction to Digital Filmmaking, Scriptwriting & Storytelling, Interactive Storytelling, Language of Animation and Film, & Audio for Games & Animation); developed curriculum to meet core competencies & encourage creative practices; **extra-curricular:** Faculty Volunteer Coordinator & Faculty Juror, ARTimation digital arts festival (FA13); Faculty Project Supervisor, minor league baseball team mural, Boomers Stadium (SP13); Filmmaking Instructor, High School Institute (SU13); Committee Member, Save Our Students (FA12)

Detroit Sees, Forward Arts' Access Arts Detroit, Detroit, MI, July to November 2011

Developed community photography program; wrote grants and earned funding from the Detroit Design Festival & the Woodbridge Neighborhood Development Corporation, & received support from AmeriCorps Midtown Urban Safety Project; led photo workshops; hired, trained, & managed assistant teaching artist & volunteers; digitally formatted images, & managed printing/paste-up of images on boarded up windows of abandoned building; promoted project via social media; led a University of Michigan class tour

U.S. Social Forum, Detroit, MI, June 2010

Managed Children's Art Village outdoor family art classes; led art projects using recycled materials; arranged for art to appear in Hart Plaza gallery; coordinated volunteers

Student Conservation Association, Conservation Leadership Corps, Detroit, MI, Summers 2010 & 2011

Co-supervised 10 teens in a green jobs training program; 2011 project: removed invasive plant species & watering trees; 2010 project: created a mountain bike trail; both years: taught environmental justice, job readiness, financial literacy, & photo & video documentation through focused field trips & integrated lessons; received professional development in environmental and humane education, including hands-on trail building

Columbia College, Center for Community Arts Partnerships, Pulaski Fine Arts Academy & Sabin Magnet School Community Schools Programs, Chicago, IL, February 2005 to May 2010

Taught interdisciplinary arts classes after school and during the summer; managed intern & assistants; prepared exhibitions (yearbook, journalism, photography, printmaking, collage, oral storytelling, poetry, materials re-use, mural painting, gardening, girls' empowerment; grades 1-8)

Arts Integration Mentorship Project (Project AIM), Chicago, IL, March 2003 to May 2007

Partnered with classroom teachers to integrate arts-based strategies into science and social science curriculum; increased student engagement in core subject areas; honored student achievement with exhibitions at the Museum of Contemporary Photography, performances, publication, & school-hosted performances & gallery showings (photography, poetry, collage; grades 1-4)

Chicago Abused Women Coalition (CAWC), Chicago, IL, September 1997 to June 2001

Founded weekly journal writing workshop at Greenhouse Shelter; led citywide workshops for volunteers and new employees; spoke to cable TV audience (Domestic Violence Hotline, CAN-TV 21); raised funds & organized walkathon team; received Annual Volunteer Appreciation Award; earned state grant through Association House

PROFESSIONAL INVOLVEMENT

Madison Freelancers Union; *AIMprint*, publisher: Columbia College Center for Community Arts Partnerships, essay contributor, 3/2008; **Art of Movement Making**, panelist, 9/2007; **Chicago Teaching Artists Collective**, founding member, 2004 to 2009

COMPUTER SKILLS

Software: Word, PowerPoint, Excel, Photoshop, Final Cut Pro, Premiere Pro, After Effects, Sound Edit Pro, InDesign, Illustrator **Content Marketing Tools:** WordPress, Wix, Bit.ly, Autopilot, MailChimp, GoDaddy **Hardware:** Mac & PC platforms; video cameras, film cameras; digital audio recorders, microphones