

Julie A. Downey
Writer, Editor, Content Strategist

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EDUCATION

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

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

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

Concurrently, I worked for affiliate companies **Workforce Go!**, a payroll, people & time software provider (*October 2016 to March 2018*), & **xkzero**, a mobile sales & app developer (*April 2014 to December 2016*)

Content Marketing Specialist

I developed written materials to support business technology software sales. Responsibilities included researching technical product data & crafting website copy, blog articles, print collateral, tradeshow materials, & emails. I also shared content on Twitter, LinkedIn & Facebook, updated company & team member profiles, & led social media training to team members to increase online presence.

Skills:

- applied SEO-optimization rules
- sourced & managed talent—headshot photographer; sculptor (tradeshow pieces)
- collaborated with designers to develop concepts & apply technical requirements
- developed blog articles with product experts (thought leadership, tech tips, & news)
- wrote emails to target markets, created landing pages, & selected images

Software: WordPress, Wix, AutoPilot, MailChimp, Photoshop, InDesign, Illustrator, Word with track edits, SketchUp; *Online content sharing tools:* PR Web, SharePoint, One Drive, Trello, SmartSheet

Illinois Institute of Art, *Schaumburg, IL, August 2012 to June 2015*

Adjunct Professor, Media Arts

Developed and taught curriculum that met core competencies & promoted creative thinking.

Courses taught:

Digital Film and Video: Survey of Film and Video, Introduction to Digital Filmmaking, Scriptwriting & Storytelling, Production Audio **Media Arts & Animation:** Language of Animation and Film, Short Form Storytelling, Storyboarding, Audio for Games and Animation; **Game Arts & Design:** Interactive Storytelling **Audio Production:** Portfolio I & II

Student projects: short films, TV spots, PSA scripts, soundtracks, screenplays, pre-production, game design documents, film studies analyses, character & story development

Software: Premiere, Final Cut Pro, Audition, Photoshop, Bridge

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

Managing Editor, Website

Curated content for DetroitMusic.TV, published videos & wrote descriptive copy using WordPress.

Managing Producer, Live Show

Booked & photographed guests, & publicized DetroitMusic.TV Live on social media.

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

School Community Liaison, Community Schools Programs

Researched & wrote grants; photographed student & adult enrichment activities, created promotional print materials for fundraisers; developed web content to support fundraising efforts

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

Copywriter

Wrote web site copy for insurance client Allstate & online consumer goods store easyfurnish; wrote conceptual interactive banner ads with art directors for financial client Nuveen

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

Interactive Copywriter

Wrote website copy; used basic HTML with custom content editing software

Paladin, *Chicago, IL, March 1997 to March 1999*

Marketing Communications Associate

Served as project manager/account executive, traffic manager, proofreader, and budget manager for staffing firm's clients in the marketing communications industry, including Rapp Collins Worldwide and Ameritech

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

Assistant Account Executive

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 Advertising, *Los Angeles, CA, October 1994 to April 1996*

Account Coordinator, client: Southern California Toyota Dealers Advertising Association

Tracked \$26 million media budget; routed ad copy; coordinated professional sports teams promotions

FREELANCE WRITING AND EDITING PROJECTS

- **Society of Actuaries**, edited trade association materials: professional conference transcripts
- **Bank Administration Institute**, edited fact sheets
- **Paladin**, edited associate profiles
- *Westwood News, Brentwood News, & Santa Monica News*: wrote features articles

TEACHING OVERVIEW

- **Detroit Sees, Forward Arts' Access Arts Detroit**, Program Director, Community Photography Program
- **Student Conservation Association**, Detroit Crew Leader
- **Columbia College, Center for Community Arts Partnerships**, Teaching Artist, Community Schools Programs & Arts Integration Mentorship Project (Project AIM)
- **Young Chicago Authors**, Teaching Artist, Saturday Scholars, After School Matters, & Gallery 37
- **Snow City Arts Foundation**, Literary & Visual Arts Educator, Rush Children's Hospital
- **Chicago Abused Women Coalition (CAWC)**, Greenhouse Shelter, Journal Healing Group Founder

PROFESSIONAL INVOLVEMENT

Illinois Institute of Art-Schaumburg, ARTimation digital arts festival: volunteer coordinator & juror; Boomers baseball team mural: faculty project supervisor; committee member, Save Our Students

AIMprint, publisher: Columbia College Center for Community Arts Partnerships, essay contributor

Art of Movement Making, panelist

Chicago Teaching Artists Collective, founding member