

Julie A. Downey

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Writer and editor adept at simplifying technical material & adopting brand voice via blogs, website copy, brochures, print collateral, bios, case studies, chapters, e-commerce copy & emails. Highly skilled at drawing out unique perspectives, knowledge, and imagination whether working with professional subject matter experts or creative students. Well-versed in content management systems, SEO optimization, InDesign, video, audio & photo editing & email management tools.

EDUCATION

Master of Arts: Interdisciplinary Arts & Digital Media, Columbia College, Chicago, IL, 2009

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

Credentials: UX Design 1 & 2 (Google), UX: Content Strategy, SEO for WordPress, AI Ethics: Disability-Centered Frameworks, Figma, Writing White Papers, Writing Case Studies (LinkedIn)

TECHNICAL PROFICIENCIES

Content Management Systems (CMS): WordPress, GoDaddy, Wix, Kajabi; **Office Software:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Keynote; **Media & Design Software:** Adobe Photoshop, Adobe Premiere, FinalCut Pro, Adobe Audition, Audacity, Adobe InDesign, Canva; **Project Management & Collaboration Tools:** Slack, Monday, Asana, Teamwork, Trello, Microsoft Teams; **Marketing & Communication Tools:** PR Web, AutoPilot, MailChimp, ThruText; **Cloud Storage & File Management:** Google Drive, OneDrive, Dropbox; **Social Media Platforms:** Instagram, Facebook, X (Twitter), LinkedIn; **AI & Chatbot Platform:** Chat GPT

WRITER & EDITOR

B2B: SaaS, cloud technology, accounting, human capital management, managed IT, cybersecurity, direct store delivery, nonprofit, trade associations, automotive repair supplies, franchising, manufacturing, wholesale distribution, freight shipping, food & beverage, educational software, healthcare technology **B2C:** community energy, sustainability, electric vehicles, music, automotive, health & wellness, entertainment, events, education, arts, insurance, financial, telecommunications

Freelance Content Writer, Copywriter & Editor *Clients & projects since 11/2018* (remote)

Guidepoint research enablement platform: As digital copy editor, edited transcripts from calls with consultants & SMEs. Followed AP style & house rules; retained voice & tone. Created searchable titles & tags.

Active Cyber HCM VAR: Wrote website copy for Workday Adaptive Planning product pages; addressed pain points & solutions with short headlines, detailed features & benefits.

redpepper ad agency: Created [40 microsite pages for local power companies in partnership with Tennessee Valley Authority \(TVA\)](#); wrote stories about community energy programs, sustainable practices, electric vehicles, economic development, education, and recreation. Interviewed SMEs. Created & managed content in CMS.

Developed [video concepts for Tivity SilverSneakers](#) program with creative team; presented ideas to clients.

Wrote [print ad copy for TVA FastCharge Network](#) electric vehicle charging station program.

Marketing Technology Toolkit outsourced IT marketing & sales consultant: Ghostwrote chapters & author bios for books about cybersecurity, including [Cyber Storm](#), which hit #1 best-seller status. Interviewed SMEs to research technical content, stories & voice. Wrote articles for *MSP Cybersecurity* & *DFY Local* magazines.

Auto Lift Parts reseller: Restructured e-commerce website's [product listing](#) format; edited technical content to promote sales & decrease returns by repair shop owners.

Community of Realized Empowerment (CORE) personal coach: Created [website](#) architecture & site copy, wrote [blogs](#); optimized SEO. Conducted interviews for mental health series. Created social media graphics & posts.

WRITER & EDITOR (cont'd)

Content Marketing Specialist, MicroAccounting Sage, Sage Intacct, Acumatica VAR, Richardson, TX (remote), 4/2014 to 3/2018; Concurrently worked for affiliate companies **Workforce Go!** Human Capital Management (HCM) software VAR (10/2016 to 03/2018) & **xkzero** mobile app developer & VAR (04/2014 to 12/2016) Led copy efforts for marketing materials. Wrote [website copy](#) for landing, product & company pages; wrote [blog articles](#) with SMEs; edited content in WordPress & optimized SEO; developed social media presence; wrote [conceptual print pieces, case studies](#) & trade show signage; wrote press releases, newsletter content & sales emails. Collaborated with designers. Managed freelancers.

DetroitMusic.TV digital & live programming celebrating local musicians, Detroit, MI, 03/2011 to 02/2012 As managing website editor, curated & posted videos; wrote descriptive copy. As managing producer of internet TV show, "DetroitMusic.TV Live," booked & photographed guests; increased attendance via social media.

Chicago Public Schools, Daniel Boone Elementary School K-8 school, Chicago, IL, 01/2007 to 06/2007 Researched & wrote grants that funded enrichment, adult education, beautification & safety projects; supported fundraising efforts with digital photo essays & promotional print materials.

marchFIRST digital advertising agency, Chicago, IL, 03/2000 to 07/2001 Wrote website copy & interactive banner ads with art directors for Allstate, easyfurnish & Nuveen.

Freelance Writer, Editor & Proofreader, Chicago, IL, 01/1997 to 12/2004 **Ameritech** telecom company, **Society of Actuaries & Bank Administrative Institute** financial industry trade associations, **Paladin** recruiter, **Rapp Collins Worldwide** (MCI) & **Blau Direct** (Visa) advertising agencies Wrote website copy; edited print materials & transcripts; proofread direct mail copy.

Brentwood Media Group newspaper publisher, Los Angeles, CA, 01/1994 to 10/1994 Wrote features articles published in the *Westwood News*, *Brentwood News* & *Santa Monica News*.

EDUCATOR

Illinois Institute of Art four-year arts college, Schaumburg, IL, 08/2012 to 08/2014 Instructed college students in filmmaking, audio arts, animation & game art design. Developed curriculum that met core competencies. Managed student volunteers & juried submissions, ARTimation festival; supervised student mural project at baseball stadium; taught filmmaking at High School Institute; counseled undergrads & contributed ideas as committee member in the Save Our Students program

Detroit Sees, Forward Arts' Access Arts Detroit community arts organization, Detroit, MI, 07/2011 to 11/2011 Developed inclusive photography education & public art program. Led workshops & installed art with participants & AmeriCorps partner. Managed assistant & volunteers. Wrote grants. Received Detroit Design Festival & Woodbridge Neighborhood Development Corporation funding. Created [WordPress site](#) to share project successes through images & copy.

The Student Conservation Association, Conservation Leadership Corps equitable environmental education provider, Detroit, MI, *summers 2010 & 2011* Co-supervised teens in green jobs training program; taught environmental justice & stewardship, led hands-on projects to remove invasive plants & construct a mountain bike trail.

EDUCATOR (cont'd)

Columbia College, Center for Community Arts Partnerships bridge bringing teaching artists into schools
Community Schools Programs, Chicago, IL, *02/2005 to 05/2010*

Led interdisciplinary arts lessons for K-8 students after school & in summers at Pulaski Fine Arts Academy & Sabin Magnet School; managed intern & assistants.

Arts Integration Mentorship Project (Project AIM), Chicago, IL, *03/2003 to 05/2007*

Taught poetry & photography lessons that met 4th & 5th grade science & social science curriculum criteria, partnering with teachers to increase student engagement. Prepared work for exhibitions held at the Museum of Contemporary Photography.

Young Chicago Authors inclusive youth arts education facilitator, Chicago IL, *09/2001 to 05/2010*

Taught poetry, photography, publishing, career exploration, sustainability, food writing & public art in settings including hospital rooms, community centers & schools. Served students through YCA's Saturday Scholars, *GirlSpeak*, *Snap* programs & with partners After School Matters, Gallery 37, East Village Youth Program, Chicago House, Snow City Arts Foundation at Rush Children's Hospital. Guided students in the creation of publications. Curated & prepared student works in galleries for fundraising events.

Chicago Abused Women Coalition (CAWC), domestic abuse advocacy organization, Chicago, IL, *09/1997 to 06/2001*

Founded journal healing workshop at Greenhouse Shelter for domestic violence survivors. Led volunteer training. Raised funds. Earned Annual Volunteer Appreciation Award & Illinois state grant via Association House.

PROJECT MANAGER

Ameritech local telephone company, Chicago, IL, *10/1998 to 04/1999*

Managed marketing & advertising budget.

Team One Advertising advertising agency, El Segundo, CA, *03/1996 to 12/1996*

Developed strategies to build Lexus brand's Internet presence & sales; wrote creative briefs; managed budgets.

Davis, Ball & Colombatto advertising agency, Los Angeles, CA, *10/1994 to 04/1996*

Assisted Southern California Toyota Dealers Advertising Association team; tracked \$26 million annual media budget; routed print & TV copy for approval; coordinated promotional initiatives with pro sports teams.

VOLUNTEER

Wisconsin Film Festival (events), **Wisconsin Ukrainians** (donation drive), **WisDems Across America** (text bank), **Clean Lakes Alliance** (events), **Goodman Community Center** (Thanksgiving basket drive), Madison, WI

Let Eric Play (youth disability rights advocacy), **U.S. Social Forum**, (family artmaking), **Change::The Music** (artist compilation), **Spaulding Court** (beautification), **Fleary Brown Project** (animal rescue), **Brother Nature Produce** (farming), **Spirit Farm** (animal care), Detroit, MI

Corner Farm (food pantry garden), **The Silent Nation Project** (hemp farming advocacy), **Columbia College Chicago**, **Raw Voices** (youth media arts exposition), **East Village** (neighborhood organizing), Chicago, IL