

Julia Bluff

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CONTENT DEVELOPMENT AND COMMUNICATIONS

I am a storyteller, editor, and em dash enthusiast, with nearly 15 years of experience in both long- and short-form content for web and print. With a background in higher education, tech, and aerospace, I can distill complex concepts into compelling, human narratives. I also have experience with press relations, large-scale webinars, executive messaging and presentations, internal communications, customer service communication, crisis communication, and large event management.

PORTFOLIO

juliabluff.journoportfolio.com/#/

LINKEDIN

<https://www.linkedin.com/in/julia-bluff-5aa61561>

PROFESSIONAL EXPERIENCE

Communications & Content Manager · Advanced Communications Division, ARKA

January 2025 - Present

ARKA's Advanced Communications division delivers RF and optical communications systems supporting national security, civil, and commercial space missions.

- Lead content strategy for the Advanced Communications division. Manage a multidisciplinary team spanning marketing, graphic design, document control, technical writing, internal communications, trade shows and events, and branded collateral. Partner with Corporate Communications to ensure messaging and brand alignment across the enterprise.
- Oversee development of technical documentation and marketing collateral supporting complex aerospace and defense systems, translating highly technical capabilities into clear, strategic resources for customers and employees.
- Architect ARKA's trade show presence at industry-leading events, including booth development, budget management (\$250K), logistics, messaging, and on-site execution.
- Develop and implement internal communications plans to support workforce, resource development, and employee events.

Corporate Communications Specialist · Advanced Communications Division, ARKA Group LP

March 2022 - January 2025

- Oversaw internal communications for 150+ in-person and remote employees, delivering executive updates, mission impact presentations, division news, and employee resources.
- Managed the company intranet (SharePoint), publishing 8–10 articles per month to drive engagement and information flow.
- Led planning and execution of employee events, including all-hands meetings, brand launch celebrations, volunteer initiatives, trade shows, and holiday parties.
- Developed narrative-driven marketing collateral for trade shows and recruiting events, including capability sheets, recruitment brochures, branded signage, and promotional materials.

Communications Specialist · University Housing, Cal Poly University

December 2017 - September 2021

Cal Poly is a four-year university on California's Central Coast, with over 21,000 students (including 8,000+ student residents).

- Communicated academic programs, events, and key updates to residents, parents, and incoming students. Hosted webinars for 100–1,000+ attendees and transitioned University Housing email campaigns to Mailchimp, enabling data tracking, CAN-SPAM compliance, and newsletter open rates of 50–60%.

Communications Specialist · University Housing, Cal Poly - Continued

- Led communications and promotional strategy for major campus initiatives, including fall move-in — a weeklong effort welcoming 24,000 attendees — with targeted campaigns achieving nearly 90% open rates.
- Delivered COVID-19 and crisis communications as a Public Information Officer for the Department Operations Center, reporting to the campus Emergency Operations Center; completed FEMA PIO certification.
- Co-chaired the university's two-year accreditation process, coordinating DEI documentation across Student Affairs and overseeing drafting and editing of the final accreditation report.

Editor-in-Chief · Lead Writer · iFixit.com

February 2012 - December 2017

iFixit is a wiki-based, site headquartered in California that teaches people how to fix almost anything. The site empowers individuals to share technical knowledge with the rest of the world. Thanks to its editorial efforts and small-but-mighty content team, iFixit has emerged as a thought leader on electronics, sustainable design, copyright law, and right to repair.

- Established and codified iFixit's brand voice and editorial standards, articulating the company's mission, values, and ethos across web, blog, product packaging, video, and internal materials.
- Led the company's editorial and advocacy strategy as Lead Writer and Editor, ghostwriting op-eds for the CEO published in *WIRED*, *The Atlantic*, *Harvard Business Review*, and *Popular Mechanics*.
- Directed media relations efforts, drafting press releases for major tech teardowns and coordinating outreach to 1,000+ press contacts.
- Partnered with organizations including Repair.org and the Electronic Frontier Foundation to develop national awareness campaigns advancing the right to repair movement.
- Produced content across channels — blogs, newsletters (300,000+ subscribers), social media, technical documentation, and marketing campaigns — and collaborated to launch iFixit.org, the company's advocacy platform.

Teaching Assistant · English Department, Cal Poly University

June 2010 - June 2011

Cal Poly is known for its Learn by Doing educational model. As part of that philosophy, the university selected qualified grad students to teach introductory courses. As a teaching associate, I had all the duties and expectations of a professional lecturer in the English Department, while balancing graduate-level coursework.

- Taught Intro to Writing and Rhetoric to roughly 20-25 students per quarter. Designed course around argumentation, style, grammar, essay structure, and critical analysis.
- Lesson-planned, developed writing assignments and worked to ensure that students were poised to become successful writers in the college setting.
- Focused on student development by meeting one-on-one with students, providing in-depth written feedback to their work, structuring in opportunities for revision, and helping students develop their own voice.

EDUCATION

Master's Degree in English, Rhetoric and Composition, 2011

California Polytechnic University (San Luis Obispo, California)

- Awarded Graduate Student of the Year
- Presented at International Congress of Medieval Studies (W. Michigan University)

Bachelor's Degree in Literature, 2008

UC Santa Cruz (Santa Cruz, California)

SOFTWARE PROFICIENCY

- Microsoft Office Suite: Word, PowerPoint, Forms, SharePoint, Teams
- Design tools: Adobe Express, Canva
- Marketing and content platforms: Mailchimp, Drupal, iModules, Articulate Rise360

REFERENCES

Available on request.