

Julie A. Downey

Portfolio: 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

Freelance Content Writer and Editor (Remote) Nov. 2018 to present

redpepper: Write stories about local power companies' community energy programs in partnership with Tennessee Valley Authority (TVA). Post content on website using WordPress.

valuecommunityenergy.com Developed video concepts for Tivity SilverSneakers program with creative team, and presented ideas internally and to clients. Wrote print ad copy for TVA FastCharge Network program to encourage local power companies to install electric vehicle charging stations in their service region. Collaborate with Slack and Monday.

Marketing Technology Toolkit: Ghostwrote chapters and author bios for the book *Cyber Storm*, which hit #1 best-seller status in 3 categories and ranked #403 overall in all books sold on Amazon with two weeks of publication. To research technical content, personal stories and voice, interviewed cybersecurity experts who run managed IT services companies about their sub-topic for an audience of small-to-medium sized business owners. Wrote articles for *MSP Cybersecurity* and *DFY Local* magazines. Collaborated using Teamwork.

Auto Lift Parts: Restructured product listing format for e-commerce site in WordPress, edited technical content to promote sales and decrease returns. autoliftpartsplus.com

Community of Realized Empowerment (CORE): Created and edited website content, including architecture, design, SEO, and blogs. Conducted interviews and wrote blogs for the series, *Mental Health in the Time of COVID-19*. Created site map and content in GoDaddy and Kajabi.

Content Marketing Specialist, MicroAccounting, Richardson, TX (remote), April 2014 to March 2018

Concurrently held same position for affiliate companies **Workforce Go!** (Oct. 2016 to March 2018) and **xkzero** (April 2014 to Dec. 2016).

Wrote marketing materials to sell Sage and Sage Intacct enterprise business software, Human Capital Management (HCM) software, and mobile apps for direct store delivery. Researched technical product data and crafted website copy, including team profiles and blog articles. Ghostwrote stories with subject matter experts. Edited web pages in WordPress, optimized SEO. Created landing page content and managed web designers. Developed company social media presence. Wrote conceptual print pieces, case studies, and tradeshow signage. Edited copy in Adobe InDesign. Managed photoshoot and trade show prop build. Wrote press releases, sent via PR Web. Wrote sales emails, sent via AutoPilot and MailChimp.

DetroitMusic.TV, Detroit, MI March 2011 to Feb. 2012

As managing editor of the website celebrating Detroit-area musicians, selected & uploaded videos, & wrote descriptive text using WordPress; as managing producer of weekly internet TV show, "DetroitMusic.TV Live," filmed at UDetroit Café, booked & photographed guests, & publicized shows via social media

WRITER/EDITOR (cont'd)

Bluerock Property Management, Southfield, MI Jan. to July 2010

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

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

To support 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, Jan. 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 lively culture and visual evidence of need for beautification funding

marchFIRST, Chicago, IL, March 2000 to July 2001

Wrote website 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 Dec. 1999

As interactive copywriter for telecommunications company, wrote web site copy; used customized content management software

Freelance, Chicago, IL, Jan. 1997 to Dec. 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, Jan. 1994 to Oct. 1995

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

PROJECT MANAGER

Change::The Music, Detroit, MI, Jan. 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, Oct. 1998 to April 1999

Managed marketing & advertising budget for telecommunications company

Team One Advertising, El Segundo, CA, March to Dec. 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, Oct. 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, *Aug. 2012 to Aug. 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 Nov. 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; managed assistant teaching artist & volunteers; managed printing/paste-up on boarded windows of abandoned building; 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; 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, *Feb. 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, *Sept. 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