

## Julie A. Downey

Portfolio: [JulieAJViolaDowney.com](http://JulieAJViolaDowney.com)

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Content writer & copywriter adept at simplifying complex ideas & adopting brand voice via blogs, website copy, brochures, print collateral, bios, case studies, chapters, e-commerce copy, email & grants.

**B2B:** SAAS, accounting, human capital management, managed IT, cybersecurity, direct store delivery, trade associations, automotive repair, staffing; **B2C:** community energy, sustainability, electric vehicles, automotive, health & wellness, entertainment, music, events, education, arts, insurance, financial, telecommunications

### EDUCATION

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

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

### TECHNICAL PROFICIENCIES

Content management systems (CMS): WordPress, GoDaddy, Wix, Kajabi; Project management tools: Slack, Monday, Asana, Teamwork, Trello, Google drive, OneDrive, Teams; Office software: MS Suite, Word, Excel, PowerPoint, Keynote Media software: Adobe Creative Suite Photoshop, Premiere, FinalCut Pro, Audacity, InDesign, Canva; Marketing tools: PR Web, AutoPilot, MailChimp, ThruText

### PROFESSIONAL EXPERIENCE

#### Writer & Editor

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

**Active Cyber:** Write website copy for new Workday Adaptive Planning product pages; address pain points & solutions with short headlines, detailed features & benefits.

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

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:** Ghostwrite chapters & author bios for books about cybersecurity. *Cyber Storm* hit #1 best-seller status. Interview subject matter experts (SMEs) to research technical content, personal stories & voice. Wrote articles for *MSP Cybersecurity* & *DFY Local* magazines.

**Auto Lift Parts:** Restructured e-commerce site product listing format; edited technical content to promote sales & decrease returns.

**Community of Realized Empowerment (CORE),** personal coaching: Created website information architecture, wrote copy & blogs; optimized SEO. Conducted interviews for mental health series.

**Content Marketing Specialist, MicroAccounting,** Sage & Sage Intacct resellers, Richardson, TX (remote), 4/2014 to 3/2018; Concurrently held position for affiliate companies **Workforce Go!** Human Capital Management (HCM) software reseller (10/2016 to 03/2018) & **xkzero** mobile app developer (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 & tradeshow signage; wrote press releases & sales emails. Collaborated with designers. Managed freelancers.

## **Writer & Editor (cont'd)**

**DetroitMusic.TV**, digital & live programming, celebrating local musicians, Detroit, MI, *03/2011 to 02/2012*  
As managing website editor, selected & uploaded 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**, 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**, 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*  
Wrote website copy; edited print materials and transcripts; proofread direct mail copy. Clients: Ameritech, Society of Actuaries, Bank Administrative Institute, Paladin, Rapp Collins Worldwide: MCI, Blau Direct: Visa

**Brentwood Media Group**, Los Angeles, CA, *01/1994 to 10/1995*  
Wrote features articles published in the *Westwood News, Brentwood News & Santa Monica News*.

## **Educator**

**Illinois Institute of Art**, Schaumburg, IL, *08/2012 to 08/2014*  
Taught media arts courses to college students & developed curriculum that met core competencies. Served as faculty volunteer coordinator & faculty juror, ARTimation digital arts festival; faculty project supervisor, mural; filmmaking instructor, High School Institute; committee member, Save Our Students

**Detroit Sees, Forward Arts' Access Arts Detroit**, Detroit, MI, *07/2011 to 11/2011*  
Developed photography program; led workshops & public art project in partnership with AmeriCorps Midtown Urban Safety Project; wrote grants; managed assistant & volunteers. Received Detroit Design Festival and Woodbridge Neighborhood Development Corporation funding.

**Student Conservation Association, Conservation Leadership Corps**, Detroit, MI, *summers 2010 & 2011*  
Co-supervised teens in green jobs training program; taught environmental justice & integrated filmmaking into safety training. Projects: invasive plant species removal & mountain bike trail construction

**Columbia College, Center for Community Arts Partnerships, Pulaski Fine Arts Academy & Sabin Magnet School Community Schools Programs**, Chicago, IL, *02/2005 to 05/2010*

Taught interdisciplinary arts classes; managed intern & assistants; prepared work for exhibitions.

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

Integrated arts into science & social science curriculum; partnered with teachers; increased student engagement.

## **Educator (cont'd)**

**Young Chicago Authors**, Chicago, IL, *09/2001 to 05/2010*

Saturday Scholars, *GirlSpeak, Snap*; partnerships: After School Matters, Gallery 37, East Village Youth Program, Chicago House, Snow City Arts Foundation (Rush Children's Hospital); taught poetry, photography, publishing, career exploration, sustainability & public art.

**Chicago Abused Women Coalition (CAWC)**, 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**, Lexus, El Segundo, CA, *03/1996 to 12/1996*

Developed strategies to build 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 copy; coordinated promotional initiatives.

## **VOLUNTEER EXPERIENCE**

**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