

Julie A. Downey
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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

WRITER/EDITOR

Freelance Content Writer and Editor (remote) *Clients and projects since Nov. 2018*

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

redpepper: Write stories about local power companies' community energy programs in partnership with Tennessee Valley Authority (TVA). Post content on website in 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: Ghostwrite chapters and author bios for books about cybersecurity. *Cyber Storm* hit #1 best-seller status in three categories within two weeks of publication. To research technical content, personal stories and voice, interview cybersecurity experts who run managed IT companies about their sub-topic for an audience of small-to-medium sized business owners. Wrote articles for *MSP Cybersecurity* and *DFY Local* magazines. Collaborate 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 1/2010 to 7/2010*

Developed print ad for North Park Towers (took photos, designed layout & wrote copy)

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 website concepts for new business pitches (health care information portal & consumer electronic device)

Ameritech, Chicago, IL, *April to Dec. 1999*

Wrote website copy for telecommunications customer audience; made edits using custom 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); Proofread direct mail copy for advertising agencies: telecommunications (MCI), Rapp Collins Worldwide; consumer financial (Visa), Blau Direct

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, IL, *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 photography program, led workshops and managed wheat pasting of images on abandoned building in partnership with AmeriCorps Midtown Urban Safety Project; wrote grants, won funding from Detroit Design Festival & Woodbridge Neighborhood Development Corporation; managed assistant and volunteers

Student Conservation Association, Conservation Leadership Corps, Detroit, MI, *Summers 2010 & 2011*

Co-supervised 10 teens in a green jobs training program; taught environmental justice, job readiness, financial literacy, and trail work safety 2011: removed invasive plant species; 2010: built mountain bike trail

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; managed intern & assistants; prepared exhibitions (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 (grades 1-4)

Snow City Arts Foundation, Rush Children's Hospital, Chicago, IL *7/2001-8/2004*

Taught poetry, photography, and mixed media to hospitalized children and eating disorder patients of all ages

Young Chicago Authors, Chicago, IL *9/2001 to 5/2010*

Saturday Scholars, *GirlSpeak, Snap*; partnerships: After School Matters, Gallery 37, East Village Youth Program, Chicago House; taught poetry, photography, text and image, and magazine publication to high school students

Chicago Abused Women Coalition (CAWC), Chicago, IL, *Sept. 1997 to June 2001*

Founded weekly journal writing workshop at Greenhouse Shelter; led training workshops; formed walkathon team, raised funds; earned Annual Volunteer Appreciation Award; earned state grant through Association House

VOLUNTEER

Wisconsin Ukrainians, Sorted donations; **WisDems Across America Text Team**, Encouraged Wisconsin Democrats to vote; **Clean Lakes Alliance**, Madison, WI, Volunteered at Frozen Fest and Loop the Lake; **Goodman Community Center**, Madison, WI, made pies for Thanksgiving baskets; **Let Eric Play** Led Twitter campaign (organization changed Michigan High School Athletic Association disability rights laws to extend age eligibility for players with Down syndrome); **U.S. Social Forum**, Detroit, MI, Managed Children's Art Village, led family art workshops; **Spaulding Court**, Detroit, MI, Organized group cleanups and cultivated garden beds to revitalize townhouses; **Fleary Brown Project**, Detroit, MI, Rescued feral kittens and raised funds for their care; **Brother Nature Produce**, Detroit, MI, Harvested greens; **Spirit Farm**, Detroit, MI, fed chickens and ducks and collected eggs; **The Silent Nation Project**, Helped with marketing and fundraising, educated public about sustainable hemp farming; **Columbia College Chicago, Raw Voices youth media arts exposition:** Coordinated volunteers; **East Village, Chicago**, organized with neighbors and alderpersons to prevent re-zoning that would enable high priced chain store to replace affordable market