

Julie Thomas

Content Writing, Marketing and Social Media

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EXPERIENCE

Wilson Tindall and Associates, Austin — Content Ghostwriter and Social Media Coordinator

JULY 2016 - PRESENT, FEBRUARY 2012 - JULY 2015

Write unique, engaging SEO-focused content about the local real estate market and things to see and do in Austin for the Blog, Facebook, Google Plus, and Twitter for six apartment locating offices in Austin in the guise of the manager of each office. Source dynamic images to include with articles. Maintain complex editorial calendar to make sure all six offices are covered across all platforms. Collect assets from designers, create copy and post to Instagram. Proofread text embedded in video and send corrections to Video Manager.

Strong writing skills and an eye for detail that prevents errors.

Excel at multitasking and organization.

Outstanding at troubleshooting problems. Learn new software programs quickly.

Heywood Hotel, Austin — Content Writer and Social Media Manager

OCTOBER 2016 - PRESENT

Select images, create graphics, and write copy for blog posts for a small seven room boutique hotel in east Austin, focusing on showcasing Austin, particularly the undiscovered gems that a visitor might not find on their own. Create schedule for posts and coordinate approval with owner. Produce Facebook posts that can be used as ads. Research best marketing practices for hotels and implement them.

Outgoing with excellent interpersonal skills.

Boo's Idea Machine, Austin — Marketing Associate/Social Media Manager for Bearpaw Shoes

JULY 2015 - JUNE 2016

Wrote copy and took photos for all social media (Blog, Facebook, Instagram, Pinterest, Twitter, Polyvore) for Bearpaw Shoes, a company with \$100 million in sales annually. Managed 50 social media influencers and their social media output for Bearpaw. Proofread catalog and advertising. Responded to customers on all social media outlets. Edited Bearpaw Shoes' Global Marketing Director's novel as a side project.

SKILLS

Wordpress

Divi Builder

Yoast

HubSpot

Facebook

Instagram

Twitter

Blogger

Powerpoint

Mac and PC

Microsoft Office

LibreOffice

Slack

Monday

Bluefish Development Group, Austin — Office Manager & Executive Assistant to the CEO

JANUARY 2004 - MARCH 2006

Managed all administrative functions for an office of software developers

and consultants. Project Assistant on some accounts. Sole Human Resources representative. Planned office events. Made all travel plans for the CEO and Vice President. In charge of all accounting and purchases for the business.

EDUCATION

The University of Texas, Austin — *Bachelor of Arts in Theater*

Liberal arts emphasis, included 12 hours of playwriting coursework. Graduated with honors. Theater gives me the ability to think on my feet, solve problems creatively and throw events for little to no money. It's given me strong communication skills, the ability to converse comfortably with just about anyone, and confidence to speak in front of large groups.

INTERESTS

Advocating for Austin ISD schools and public education in general. Collaboratively writing plays with my theater company which we then produce. Discovering new music and going to see live music. Acting, photography, hiking, dancing and weightlifting.

References available upon request

Evernote

Canva

Dropbox

Trello

Pinterest

Todoist

MailChimp

Quickbooks