

Julie Thomas

Content Marketing and Project Management

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PROFESSIONAL EXPERIENCE

Astound Broadband | Austin, Texas | March 2020–Present *Manager, Content Marketing | July 2022–Present*

- Created Astound’s content program from scratch, hiring and managing technical writers, a graphic designer, and multiple interns, growing it to a 20-article-per-month cadence.
- Write and/or edit all content on the website of the 6th largest ISP in the U.S., covering technical topics, entertainment pieces, and product pages.
- Project manage all website content through its lifecycle, including coordinating with writers, SEO Specialists, graphic designers, Technical Reviewers, Corporate Reviewers, and Web Developers.
- Create content and design layouts for webpages to support corporate initiatives, new product launches, and the email and social media teams.
- Use AI tools for article first drafts, which I then refine for publication, shortening the content creation process.
- Create style and brand guides for writers and contractors.
- Ensure brand and style guidelines are followed for all content.
- Oversee and optimize Google My Business Profiles, Yext and Yelp listings for 43 locations to ensure local SEO and brand consistency.
- Redesigned the B2B website, transforming technical drafts into concise, impactful language, improved page design, and implemented page edits in Wordpress.
- Drafted a new About Us section for Astound.com, partnering with multiple teams on requirements and content and our graphic designer and contract developer to create and stage wireframes.

Social Media Coordinator | October 2020–July 2022

- Crafted social media posts for Twitter, Facebook and Instagram and content for the webpages of 3 brands before they became Astound.
- Supported national and local digital marketing campaigns for the 3 brands across 14 regions.
- Collected local content and wrote national content for bimonthly email newsletter sent to 766,000 customers.
- Reported on the performance of local and national social media campaigns, analyzing the data to ensure successful campaigns.
- Supervised and created training materials for the Social Media Writer and Digital Marketing Intern.

Social Media Writer | March 2020–October 2020

- Wrote original copy, sourced images and scheduled daily posts for Twitter, Facebook and Instagram for 3 different brands.

Experienced at running a content marketing program like a well-oiled machine.

Agile Project Manager who keeps teams on track.

Strong writing and editing skills with an eagle-eye for detail that spots errors immediately.

Excellent at multitasking and organization.

Strong communication skills.

The ability to translate tech-speak to conversational language.

SKILLS

Asana

Microsoft Teams

Mac and PC

Microsoft Office

LibreOffice

Google Workspace

Google Drive

Wordpress

Gemini

ChatGPT

Claude

Copilot

Grok

Adobe Photoshop

Adobe Illustrator

- Oversaw re-organization and migration project for all company images.

Stitch Fix | Austin, Texas | *Remote Stylist for Men, Women and Kids*

APRIL 2019-AUGUST 2020

- Created individualized boxes of clothing, accompanied by personalized notes, for clients based on limited profile information while consistently exceeding efficiency metrics.

Heywood Hotel | Austin, TX | *Content Writer and Social Media Manager*

OCTOBER 2016 - MARCH 2019

- Selected images, created graphics and wrote original content for the blog, social media accounts, and newsletter of a Michelin-rated 7-room boutique hotel in east Austin.

Wilson Tindall and Associates | Austin, Texas | *Content Writer and Social Media Manager*

JULY 2016 - NOVEMBER 2018

- Crafted original visual and written SEO content about the local real estate market, decorating tips, and Austin events for the blogs, Facebook, LinkedIn and Twitter of 6 apartment locating offices.
- Created a marketing plan across all social media platforms.
- Wrote neighborhood guides for blogs.

Boo's Idea Machine | Austin, Texas | *Marketing Associate/Content Writer for Bearpaw Shoes*

JULY 2015 - JUNE 2016

- Engaged and connected with customers on all social media outlets.
- Wrote original copy and took photos for the blog, Facebook, Instagram, Pinterest, and Twitter accounts for Bearpaw Shoes, a company with \$100 million in sales annually.
- Managed 50 social media influencers and their social media output.

Adobe Premiere

Instagram

Pinterest

Facebook

Twitter

LinkedIn

Yoast

HubSpot

Blogger

Powerpoint

Slack

Monday

Evernote

Canva

Dropbox

Trello

Todoist

MailChimp

Sprout Social

Yext

Google My Business

EDUCATION

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

- Graduated with honors
- Liberal arts emphasis, including 12 hours of playwriting coursework

INTERESTS

Playing electric guitar in a band. Collaboratively writing plays with my theater company which we then produce. Discovering new music and going to see live music. Traveling, hiking, photography and acting.