

# JULIE THOMAS

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## CONTENT MARKETING MANAGER

Adept at building content ecosystems from the ground up, providing creative direction, hands-on writing and editing, and project management to ensure that every piece of content is clear, accurate, and on-brand. An outstanding written and verbal communicator who excels at partnering with multiple stakeholders, including engineers, designers, and executives.

## SKILLS

Content Marketing | Web Content Writing & Editing | Project Management | AI Prompt Engineering | Translating technical concepts to conversational language | Microsoft Office | Google Workspace | WordPress | Adobe Photoshop | Social Media | Communications | Copywriting | Copy Editing | Social Media

## PROFESSIONAL EXPERIENCE

### **ASTOUND BROADBAND**, Austin, Texas

The 6th-largest Internet Services Provider (ISP) in the United States. It also offers mobile and television services.

#### **March 2020 - Present**

#### **Manager, Content Marketing**, July 2022 - Present

Spearheaded Astound's content program from inception, managing a team of writers and designers, driving traffic from zero to 500k visitors per year.

- Write and/or edit all content, covering technical topics, entertainment pieces, and product pages, contributing to an increase in ~500 serviceable e-commerce visitors per month.
- Orchestrated a content refresh that increased total traffic by almost 47%, improved average ranking position from 22 to 7, and more than doubled total impressions.
- Developed a Competitive Defense Content Program to protect Astound's market share, which directly contributed to 195 sales in 2 months at a 69% lower CPA than our other methods.
- Lead all website content through its lifecycle, including coordinating with writers, SEO Specialists, graphic designers, Technical Reviewers, Corporate Reviewers, and Web Developers.
- Produce content and design layouts for webpages to support corporate initiatives, new product launches, and the email, social media, and paid media teams.
- Project manage our video podcast that interviews experts and publish the output on YouTube and Astound.com.
- Leverage AI tools in the content creation process.
- Compose style and brand guides for writers and contractors, and ensure guidelines are followed across all content.
- Optimized content (text and imagery) on a redesign of the B2B website, transforming technical drafts into concise, impactful language to increase search competitiveness on core RGU pages.

#### **Social Media Coordinator**, October 2020 - July 2022

Oversaw multi-channel social media and web content initiatives for 3 regional ISPs, (RCN, Grande, and Wave), before they merged under the Astound brand.

- Created the calendar for and crafted social media posts for Twitter, Facebook and Instagram, and content for the webpages of all 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 Social Media writers and interns.

**Social Media Writer**, March 2020 - October 2020

Wrote social media copy for 3 regional ISPs. Promoted from Contract Social Media Writer to full-time Social Media Coordinator after 6 months.

- Managed publication calendar and wrote original copy, sourced images, and scheduled daily posts for Twitter, Facebook, and Instagram for 3 different brands.
- Re-organized, culled, and migrated thousands of company images in Google Drive.

**STITCH FIX**, Austin, Texas

**April 2019 - August 2020**

An online styling service that uses data science to customize personalized boxes of clothing and accessories for consumers.

**Remote Stylist For Men, Women And Kids**

Began as a stylist for the brand-new Men's clothing line and was quickly promoted to the Kids and Women's lines as well.

- 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

**October 2016 - March 2019**

A 7-room, Michelin-rated boutique hotel in East Austin.

**Content Writer and Social Media Manager**

I wrote blog and Facebook posts showcasing unique, undiscovered gems in Austin in collaboration with the concierge staff and General Manager of the hotel.

- Selected images, created graphics and wrote original content for the blog, social media accounts, and newsletter.
- Created Facebook posts that could be used as ads.

**PERCH (WILSON TINDALL AND ASSOCIATES)**, Austin, Texas

**July 2016 - November 2018**

Now called Perch, WTA was the longest-running and largest apartment locating real estate brokerage in Austin.

**Content Writer and Social Media Manager**

Drafted original content for the blogs, Instagram, 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

**July 2015 - June 2016**

**Contract Marketing Associate/Content Writer For Bearpaw Shoes**

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.

- Engaged and connected with customers on all social media outlets.
- Managed 50 social media influencers and their social media output for Bearpaw.
- Proofread the catalog and all advertising.

**EDUCATION AND QUALIFICATIONS**

**Bachelor of Arts, Theater**

The University of Texas, Austin, Texas

Graduated with honors

Liberal arts emphasis, including 12 hours of playwriting coursework

**INTERESTS AND HOBBIES**

Playing electric guitar in a band. Collaboratively writing plays with my theater company, which we then produce. Going to see live music, traveling, hiking, and learning all I can about science, technology, and history.