

# Julia Lilly

(817) 480-6558 | [juliamlilly@gmail.com](mailto:juliamlilly@gmail.com) | [LinkedIn Profile](#)

## Education

### Associate of Arts in General Studies

December 2023

Austin Community College, Austin, TX – GPA 3.85

Relevant Coursework: Technical Writing, Learning Frameworks

### Bachelor of English with Technical Writing Minor

December 2024

University of Texas at Arlington, Arlington, TX – GPA 3.85

Relevant Coursework: Professional Practice in Technical Communications, Grant and Proposal Writing, Multimodal Authoring, Creative Writing

## Professional Experience

### Technical Communications and Support Manager

March 2022 – Current

Exit Factor, LLC, Dallas, TX

- Collaborated directly with company president to successfully transition company from a sole proprietorship to corporate owned franchise in six months.
- Developed full franchise process documentation for thirty new franchisees within six months.
- Designed and implemented new protocols documents for new tech platforms and trained new franchisees on proper usage with a one-hundred percent approval rating.

### Digital Marketing Manager

June 2017 – January 2021

Gulliver's Travel, Fort Worth, TX

- Implemented full marketing strategy to successfully drive qualified traffic to the company website that resulted in a twenty-eight percent increased click-through rate.
- Launched a full social media marketing calendar and wrote content that drove an additional forty percent increase in traffic to website.
- Managed lead generation, pay-per-click strategies by creating keyword and meta-data campaign thus improving click through rates by fifteen percent.

### Owner

August 2008 – June 2017

360 Admin, Arlington, TX

- Launched a successful new administrative and social media management company through use of current technology that brought in five new accounts in the first year.
- Produced social media content and content management plan for a multi-state food chain resulting in a twenty-five percent improved Google Review ranking.

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- Launched full social media package for new local restaurant that pulled in 250 new followers in the first six months.
- Educated businesses new to social media on basic social media start up and marketing plans that subsequently lead to an additional seventeen new clients over ten years.

## **Marketing Manager**

February 2006 – August 2008

History Maker Homes, Bedford, TX

- Contributed directly to the successful opening of fifteen new properties in two years via website content management, copy and design creation for sales and marketing one-sheets, and general event management.
- Developed an event launch process for each new property including documenting the process which improved our realtor opening and event rating by sixteen percent.
- Content contributor on all published communications to customers, homeowners, and realtors through email and newsletter platforms.

## **Professional Skills**

### **Technical Writing**

- Created employee handbook for small commercial real estate firm improving their interoffice communication and employee relationships.
- Developed three full technical user guides for three new platforms for our new franchise launch within six month.
- Researched, designed, and published technical report on the state of animal welfare in Texas and the state of the technical writing industry amid new A.I. technology.

### **Copywriting**

- Built and launched full company websites for two companies including copywrite, design and metadata.
- Created content and managed full content calendar for large multi-state food franchise as well as several local companies.
- Created all sales and marketing content for over twenty home communities including websites, newsletters, and one-sheets.

### **Project Management**

- Entrusted to manage website development and social media content projects for multiple clients while working remotely with a one-hundred percent approval rating and repeat clients.
- Organized and documented a full transition plan for moving company from sole proprietorship to franchise within six months.
- Successfully onboarded over thirty new franchisee owners using specific organization project management plan.