

Julia Lilly

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

Education

Bachelor of English with Technical Writing and Document Design Minor

University of Texas at Arlington, Arlington, TX – GPA: 3.938, Summa Cum Laude

Professional Experience

Technical Communications and Support Manager, March 2021 – 2025 (remote)

Exit Factor, LLC, Dallas, TX

Managed company-wide technical projects and documentation, while streamlining processes and enhancing user experience during high-stakes transition to franchise model.

Tech: Microsoft Office Suite, Adobe Creative Suite, CRM, CMS, and LMS software.

- Created and maintained internal workflow and SOP documentation to develop and enhance business processes, ensuring alignment with company goals and objectives.
- Collaborated with cross-functional teams and partners to create procedural documentation for SaaS, LMS, CRM, CMS, and Sales and Marketing.
- Managed support line (phone/online) for new franchisees and clients, and created video training content for company knowledge base.
- Created user manuals that simplified complex data for franchisees while also supporting business operation goals such as enhanced user efficiency (UX) and reduction of support requests.
- Collaborated weekly with SaaS providers and on-site stakeholders to gain insights and track progress on projects such as website customization, SaaS customization, and bug reports.
- Delivered weekly project status reports to internal and external stakeholders, collaborating with the team to identify next steps, address challenges, and implement improvements.
- Assisted in user acceptance testing (UAT) when new software was adopted in order to find opportunities for improvement and/or customization.

Digital Marketing Manager, June 2017 – January 2021 (hybrid)

Gulliver's Travel, Fort Worth, TX

Managed multiple clients, including complex corporate travel accounts, by creating clear, user-focused content across platforms. Leveraged data analysis and technical writing best practices to enhance the customer experience while ensuring project timelines and deliverables were met efficiently.

Tech: Microsoft Office Suite, Adobe Creative Suite, CRM, Google Analytics, and Canva.

- Collaborated with cross-functional teams to develop content and processes that streamlined operations and supported business objectives.
- Created all brand messaging, including website copy, email campaigns, and social media content leveraging company's digital media and event calendar and vendor resources.
- Produced clear, user-focused documentation, including travel guides and FAQs, to improve client experience and combine branding standards.
- Conducted data analysis to measure content performance and refined strategies.
- Created and formatted client travel documents using advanced Word techniques to enhance usability and presentation ensuring a successful travel experience.

Owner, August 2008 – June 2017 (remote)

360 Admin, Arlington, TX

Managed a successful virtual assistant business, delivering customized solutions through website development, copywriting, and digital media management while meeting client goals, milestones, and project deadlines.

Tech: Microsoft Office Suite, Photoshop, CRM, CMS, WordPress, Ecommerce Solutions, and CoffeeCup.

- Designed and developed WordPress websites using user interface, HTML, CSS, and analytics to enhance user experience and optimize performance.
- Used web analytics and SEO best practices to monitor and improve website performance, aligning content with business goals.
- Managed shopping carts and sales by creating engaging content, optimizing product photos, analyzing website performance, and overseeing inventory management.
- Produced client social media copy and design while also managing social platforms.
- Created client marketing materials to enhance brand messaging and customer engagement.
- Trained small businesses in copywriting, design, and social media management through local small business non-profit and business networking groups.

Marketing Manager, February 2006 – August 2008 (on-site)

History Maker Homes, Bedford, TX

Collaborated with real estate professionals and cross-functional teams to create clear, user-focused content, including marketing materials and internal technical documentation, for buyers and stakeholders.

Tech: Microsoft Office Suite, Photoshop, CMS, and CRM.

- Authored brand materials, including event invitations, brochures, and newsletters, to drive engagement.
 - Documented event launch process that streamlined operations and increased realtor event ratings.
 - Maintained internal communications with cross-functional teams to ensure consistent messaging.
 - Produced website content and distribution materials to support marketing campaigns and events.
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Key Accomplishments:

Business Processes and Documentation

- Analyzed and documented workflows, identifying inefficiencies and implementing changes that improved process efficiency by 20%.
- Created detailed Standard Operating Procedures (SOPs) to streamline operations and enhance cross-departmental communication during high-stakes transition to a franchise model.
- Researched and onboarded several new SaaS and process automation tools in six months while reducing manual workload and increasing productivity.

Stakeholder Collaboration

- Held meetings with stakeholders to gather information which was then translated into functional documentation within six months.
- Recorded all training videos for stakeholders which enhanced user experience and reduced support tickets. Additionally, improved technical support rating to 4.5 stars.

Project Management

- Managed website development and social media projects for multiple clients with a 100% approval rating.
 - Adopted and documented new travel software while training employees on best practices.
 - Developed tracking systems to synthesize data and deliverables, streamlining RA event procedures.
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Memberships, Hobbies, Awards

- **Membership:** Society for Technical Communications, Sigma Tau Delta (English Honors), Modern Language Association (MLA)
- **Hobbies:** Animal Rescue. Current President of Cowtown Pets a 501(c)3 founded in 2004
- **Awards:** UTA Maverick Advantage Distinction Award
- **Other:** UTA Research and Editing Assistant on Professional OER book, 2024