



Julie A. Finlay

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References

Rob Simons (Professional)

President
Toolbox Studios, Inc.

"Julie is a very talented communications professional with a deep amount of expertise in multi-channel communications targeted at the youth segment. She understands how to tactfully balance the challenge of fulfilling corporate marketing expectations while serving the creative needs of a youthful audience. Julie is forward thinking and understands the challenges of the rapidly changing communications world. It's rare to find someone that grasps traditional print mediums and the multitude of online channels. I highly recommend Julie."

(Creative Services Supplier President who worked with Julie at USAA)

Paul Soupiset (Professional)

Creative Director and Youth Media Account Director
Toolbox Studios, Inc.

"I've been privileged to collaborate with Julie in several roles over the past seven or eight years. Her thought leadership — especially as it relates to well-conceived, intentional youth marketing, education and communications — is world class. She also brings writing and editing prowess, market knowledge, cross-channel communications expertise (print, online, interactive comprising both editorial- and marketing-centric content), and managerial leadership to the table. Did I mention Julie's a joy to work with?"

(Creative Services Director who worked with Julie at USAA)

Scott Treadwell (Peer)

V.P. Marketing
Highlights Catalog, Inc

"Julie Finlay is an accomplished professional with deep

Summary

Strategist interested in educating and deepening relationships with target audiences, using traditional and innovative means to deliver content and messaging.

Work History

USAA

San Antonio, TX, United States

2002 - Present

Communications and Marketing Lead

Reputation Management (2010-Present)

- Advocacy Program Lead: Develop and lead ambassador programs that leverage USAA's 89-year history as a word-of-mouth company, and empower members and employees with tools and messages that allow them to advocate on behalf of USAA • Organized first-ever onsite blogger event to support major USAA product launch in 2010 • First to hold position.
- Strategist and Communicator for Innovation: Lead for employee innovation efforts that involve communications to employees and members • Develop external messaging about USAA's industry-leading innovation efforts.
- Social Media Team Lead: Consult on various social media efforts for internal and external audiences • Manage team of community managers for USAA's online communities on Facebook, Twitter and usaa.com.

Marketing Strategy Lead (2009-2010)

Developed marketing strategy for reaching young USAA members and their parents with financial and insurance products and services • Coordinated tactics in research, corporate communications, retail marketing, product development, underwriting, and operations to support strategic growth goals • Responsible for regularly reporting market performance drivers and actions to the Chief Marketing Officer and other executive management.

Youth Media Director (2002-2009)

Managed the creative editorial development, production, and digital translation of editorial communication targeted to young USAA members, including three nationally recognized quarterly magazines, a podcast, online content, and social network presence • Launched USAA's first podcast and social network presence (2006) • Responsible for all operations, process management, long-range strategic planning, and development budget of \$3M+ • Supervised internal staff, creative service vendors, and freelance writers.

Portfolio

- Magazines
 - for ages 8-12: [UMag](#)
 - for ages 13-17: [U-TURN Magazine](#)
 - for ages 18-24: [U.25 Magazine](#)
- Interactive Flash-based games to teach money management and safety concepts
 - for ages 8-12: [Lunch Money Game](#), [Making Change Game](#), [A Safe Place](#)
 - for ages 13-17: [S.M.A.R.T. Savings Planner](#), [Interactive Driving Contract](#)

- [U-TURN Podcasts \(at iTunes\)](#)
 - [Re-Do My Room Episode](#): Two teens share their stories of learning money management in room makeover projects.

American Girl

Madison, WI, United States

1992 - 2002

Youth Content Developer

AmericanGirl.com Web Development Director (1998 - 2002)

Managed and supervised development of editorial content for American Girl's Web site in support of American Girl's brands • Responsible for writing, assigning, editing, directing work done by off-site developers, and managing customer service • Set and documented policies and procedures • Set and managed development and overhead budgets of \$3M • Supervised internal staff and creative freelance staff • Key member of the company's e-commerce launch team in 1999.

Portfolio

- [Molly's Route 66 Adventure](#) (2002): Online driving game based on a historical American Girl character.
- [Making Music](#) (2000): Online music game based on a historical American Girl character (Shockwave).
- [Addy's Mancala](#) (2000): Online translation of a traditional game and based on a historical American Girl character (Shockwave).
- [Kit's Money Matters](#) (2001): Online money-management game based on a historical American Girl character (Shockwave).
- [Molly's Pedal Power](#) (2000): Online game based on a historical American Girl character (Shockwave).

American Girl Magazine Editorial Team Member (1992 - 1998)

Hired as Associate Editor for magazine launch and responsible for writing, department editing • Promoted to Managing Editor after one year. • Managed day-to-day production for bimonthly issues • Led long-range content planning • Coordinated freelance stringers, researchers, proofreaders, and fact-checkers • Supervised mail processing staff, and provided bimonthly reader feedback analysis • Created organizational systems and procedures handbook for all magazine processes • Set and monitored budget.

knowledge of her trade and a true passion for her work. She is also a person of impeccable character and integrity. I would work with Julie again without hesitation and recommend her for a suitable position without reservation."
(Worked with Julie at American Girl)

Whittle Communications

Knoxville, TN, United States

1987 - 1992

Editor / Writer

Editor / Writer

Hired during internship and promoted to Assistant Editor after one year • Researched, assigned, wrote, and edited national publications for high school and elementary students • Edited accompanying teachers' guides • Managed student advisory boards • Contributed research and conceptual work to video and print projects in development for various niche audiences and clients, including [Channel One](#), the first current events news program developed for and distributed via satellite to high school students nationwide.

Portfolio

- [The Big Picture Magazine](#): a monthly publication written and designed on a single theme appropriate for elementary school students; comprised of a series of three posters distributed to schools nationwide and mounted in glass cases; accompanied by [The Big Picture Teachers' Guide](#).
- [Connections Magazine](#): a biweekly publication written and designed on a single theme appropriate for high school students; comprised of a series of four posters distributed to high schools nationwide and mounted in glass cases; accompanied by the [Connections Teachers' Guide](#).

American Photographer

New York, NY, United States

1986

Editorial Intern

American Society of Magazine Editors Intern

One of 50 college students nationwide selected to work in magazine publishing for a summer program • Wrote, fact-checked, edited, and completed photo research for *American Photographer Magazine*.

DEMCO, Inc.

Madison, WI, United States

1994 - 1997

Writer / Editor

Freelance Writer / Editor

Copywriter for "Kids & Things" catalog.

Editor for [PastPorts®](#), a series of middle school social studies curriculum units on ancient cultures (No longer available).

- Colonial Adventures: Charting a Course Down the Coast. 1996. ISBN 1-885360-13-4
 - Digging Ancient Egypt: A Journey Up the Nile. 1996. ISBN 1-885-360-11-8
 - Travels With a Troubadour: A Journey Through the Middle Ages, 1st ed. 1996. ISBN 1-885360-12-6
 - All Roads Lead to Rome: A Journey to Ancient Rome. 1997. ISBN 1-885360-15-0
 - Take Flight With Zeus: A Journey to Ancient Greece. 1997. ISBN1-885360-14-2
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Education

Otterbein College

Westerville, OH, United States

1983 - 1987

BA, Communications major, Business minor

The University of Texas at San Antonio

San Antonio, TX, United States

2008 - 2011

MA, Instructional Technology

Focus on using using instructional design and digital/social media to teach youth.

[Instructional Technology Eportfolio](#)

Custom

Professional Memberships

- International Association of Business Communicators
- Association of Women in Communications

Professional Development & Training

- Stanford Publishing Course: Strategic Planning for Publishing Executives
- Speak Easy: Talk So People Listen

Honors and Awards

- International Association of Business Communicators 4 Gold Quill Awards recognizing publications, publication design, audiovisual (2002-2008)
- Association of Educational Publishers: numerous Distinguished Achievement awards for design and editorial development of periodicals (1991-2007) and podcast (2007), Golden Lamp Award winner (1996) finalist (2007)
- Parents Choice Foundation Recognition for Periodicals (2005-2009)
- Kid Power: Best Campaign in Media/Publishing (2005)

Volunteer Activities

- USAA Corporate Communications Volunteer of the year (2006)
- Junior Achievement teacher (2002-2007)

- Read to Children program participant (2002-Present)
 - School Pen Pal program participant (2002-Present)
 - Homeless Ministry member and newsletter editor (2005-2008)
 - San Antonio Food Bank Volunteer (2006-Present)
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Portfolio Samples

Whittle
Communications' The Big
Picture, 1989



Hired as editor
when publication
launched

Whittle
Communications' The Big
Picture
Teachers'
Guide, 1989



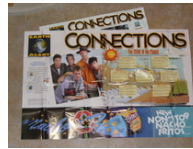
Editor

American Girl
Magazine,
1992



Hired at launch;
front of book
section editor;
promoted to
managing editor

Whittle
Communications'
Connections
Magazine,
1990



Editor/writer

Whittle
Communications' Channel One
Teachers'
Guide, 1990



Writer/editor
during launch

Whittle
Communications' Connections
Teachers'
Guide, 1990



Editor

USAA's
UMag, 2008



Recruited/
shepherded
design team;
internationally
recognized

USAA's U-
TURN
Magazine,
2008



Led magazine
redesign, podcast
interactive content
development;
internationally
recognized

USAA's U.25
Magazine,
2008



Recruited design
team; nationally
recognized

USAA Safe
Driving
Interactive
Contract,
2008



Launched
interactive content
for teens

USAA
Interactive
Savings Tool,
2008



Launched
interactive content
for teens

AmericanGirl.com
Game, 2001



Lead Content
Developer;
managed internal
staff and external
designers,
developers

AmericanGirl.com Interactive Game, 2000



Lead Content
Developer;
managed internal
staff and external
designers,
developers

This next-generation resume was created using VisualCV

