

Hello, I'm Julia Lee

Contact

📞 404-274-4415

🌐 www.julia-lee.com

✉ lee.julia2015@gmail.com

📍 Atlanta, GA; Open to Remote

Education

Georgia College and State University

Bachelor of Arts in English Literature
2019

Columbia Publishing Course

Certification, 2019

UX Content Collective

Fundamentals of UX Writing
Certification, 2023

Skills

- Copywriting
- UX Writing
- Google Suite
- Editing: *Chicago Manual of Style* and *AP Style*
- Microsoft Office and Copilot
- Researching
- Teamwork
- Ability to manage multiple concurrent deadlines
- Prioritization of projects/tasks for Project Management
- Organized
- Experience working cross-functionally
- LinkedIn Campaign Manager, Demandbase, Workfront

Awards and Honors

Cum Laude, 2019

HOPE Scholarship (2015–2019)

Dean's List (2015, 2017, 2018)

President's List (2017, 2018, 2019)

Profile

Content marketing professional with a passion for the written word and over 5 years of editing, writing, and digital marketing experience as well as experience with UX, ABM, and AI.

Experience

Digital Marketing Specialist II | Honeywell Aerospace | Atlanta, GA | 2024-Present

- Manage paid social media campaigns on LinkedIn, contributing \$520M in influenced pipeline and \$3M in influenced wins for 2025.
- Increased the overall click through rate of LinkedIn ads by 244% in 2025 compared to 2024, for an average 0.93% CTR, through intentional campaigns of various ad types and audience selections.
- Report metrics of various LinkedIn campaigns on a monthly cadence to stakeholders, including overall performance, findings, top company interactions, and actions moving forward to continue positive trends.
- Improved audience segmentation over the course of 2025 by 77.68% through Demandbase and LinkedIn integration to ensure that account overlap did not affect campaign success through consumer fatigue.
- Oversee content creation for marquee quarterly campaigns, scheduling subject matter expert (SME) interviews, coordinating with contractors, reviewing output for voice, tone and grammar, and managing the tasks in Workfront to ensure deadlines are met so launch is not delayed.
- Work alongside organic social and ABM focals to create an all-encompassing social and advertising strategy that elevates Honeywell Aerospace in the minds of our customers.
- Act as Content Lead for the website re-brand project, working with an agency to update or rewrite 100 web pages with the new brand tone and voice, while also coordinating the review process with relevant SMEs and legal for approval.

Digital Marketing Specialist I | Honeywell | Atlanta, GA | 2023-2024

- Wrote and published 600 pieces of digital content in 2024 across 5 industry verticals, contributing to a 2024 pipeline of \$231M (20% over goal), and revenues of \$85M (72% over goal).
- Developed customer-facing B2B copy across all mediums including digital, social, web, email, presentations, and experiential programs.
- Worked on campaigns with a focused theme, product, or service, targeting customers and creating leads.
- Edited and proofread long-form content such as whitepapers, pitch decks, brochures, and more for brand voice and grammar accuracy.
- Collaborated with other writers, designers, producers, and agency talent in a creative and consultative manner to bring copy and content to life.
- Tracked and evaluated industry best practices for creative copy and content creation.

Editor | BookLogix | Alpharetta, GA | 2020-2023

- Edited manuscripts using the Chicago Manual of Style and Merriam-Webster as well as BookLogix's house style preferences.
- Worked on as many as thirty books in a 6-month period using the editing levels that were purchased: developmental, line, copy, or proofread.
- Wrote book synopses, created bibliographies or footnotes, and helped authors with title adjustments or ideas if needed.
- Coordinated with other members of the publishing team on various aspects of the publishing process when it came to each author.
- Completed internal checks of the books before they went to print, ensuring that any mistakes were found and the book looked as professional as possible.