

Julia M. Dischell

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Communicator, storyteller, and content writer, editor, developer, and marketer with 10+ years' experience in highly regulated industries, extensive experience liaising among multiple departments to effect change, excellent research skills, proactive thinker and multitasker

SELECTED HIGHLIGHTS

TECHNICAL EXPERIENCE

Expert in all MS Office 365 enterprise applications, including Word, Excel, PowerPoint, Outlook, SharePoint, Teams, Forms, and Power Automate

Skilled with Microsoft Dynamics 365

Adept with business intelligence tools such as Power BI, Tableau, and IBM Cognos Analytics

Expert in Visual Basic for Applications (VBA) and Power Query

Experienced with Google Analytics

Proficient full stack web developer

Expert with Adobe Creative Cloud applications, including Acrobat, Photoshop, Premiere Pro, Illustrator, and InDesign

Experienced with agile software development

Experienced with content management systems such as WordPress, HubSpot, Drupal, and Joomla

Knowledgeable with social media management software, such as Sprout Social and Hootsuite

Practiced technical writer

Experienced with learning management systems, such as Cornerstone OnDemand

Proficient author of software documents

Experienced in online help creation

EDUCATION

University of Pennsylvania

Penn LPS Coding Boot Camp

Completed: Feb. 2020

Curriculum included HTML5, CSS3, JavaScript, jQuery, Node.js, Responsive Design, Heroku, Git, User Authentication, React.js, MySQL, MongoDB

Johns Hopkins University

Graduated: 2010 Bachelor of Arts

Concentrations: Creative Writing, English, Spanish, French, and Natural Sciences

RECENT PROFESSIONAL EXPERIENCE

Marsh (New York, New York)

May 2022–Dec. 2024

Senior Editorial Specialist

- Consulted on, researched, developed, and wrote original evergreen and time-sensitive thought leadership and editorial content in support of marketing, sales, and brand campaigns and objectives, including but not limited to long- and short-form articles, white papers, infographics, video scripts, and podcasts
- Coordinated and managed, in conjunction with marketing colleagues, the involvement of internal and external subject matter experts as well as legal, compliance, and senior leadership in review processes
- Reviewed, edited, and fact-checked copy received from internal and outside sources and experts
- Prepared technical documentation on products, programs, and services for both internal and external audiences, such as user guides, glossaries, and diagrams
- Established and maintained consistent corporate standards across content types as well as publication and distribution formats

Johnson & Johnson (Skillman, NJ)

Oct. 2019–May 2022

Communications Specialist: Supply Chain Academy

- Created and implemented an effective communications strategy to introduce new virtual course offerings necessitated by COVID-19
- Designed, built, and maintained the Supply Chain Academy metrics collecting process using appropriate Microsoft tools
- Created surveys to evaluate the results of our training programs using the Kirkpatrick Model
- Established and managed key performance indicator (KPI) dashboards so that the effectiveness of our offerings can be seen at a glance
- Streamlined and automated communications processes for senior leaders and subject matter experts
- Developed, built, and transformed intranet sites to align with Supply Chain Academy Knowledge Center Strategy on the MS SharePoint platform
- Wrote and edit copy for Supply Chain Academy course offerings
- Built and distributed Return-to-Workplace programming as part of a change leadership team
- Strategized and executed effective course offering communications through targeted email campaigns, Yammer articles, and webpages

Lincoln Financial Group (Radnor, PA)

Feb. 2018–Oct. 2019

Digital Editor

- Managed digital content creation for LFG.com:
 - Developed company's digital editorial strategy
 - Assessed effectiveness of produced content via surveys and analytics
 - Designed KPI dashboards for retirement plan participants
 - Maintained all content-related MS SharePoint sites
 - Worked across multiple agile teams
 - Provided direction to content writers
 - Ensured all content was ADA compliant
 - Reviewed and approved all content drafts
 - Coordinated compliance review and approval process
- Met with other teams to streamline workflows and content direction
- Created effective presentations to provide stakeholders with quantifiable results of content updates

(Continued)

Nationwide Mutual Insurance Company (Harleysville, PA)

Sep. 2011–Feb. 2018

*Market Communications Writer**Apr. 2013–Feb. 2018*

- Created, edited, and formatted insurance documents, achieving compliance with state insurance departments and legal counsel
- Categorized and managed the documents on SharePoint sites as well as third party online reference libraries such as ReferenceConnect
- Initiated improvements to customer support through collaboration with different departments, research and fact checking
- Acted as a liaison among the document creators and the end users, ensuring all documents are customer-ready

*Operations Support Specialist**Jan. 2012–Apr. 2013*

- Orchestrated the company's approach to managing the 500+ accounts affected by the Hurricane Sandy insurance cancellation moratorium
- Wrote business-wide change management communications in relation to Harleysville Insurance's recent merger with Nationwide Mutual Insurance
- Prepared documents and insurance forms required by governmental bureaus as well as other regulatory bodies
- Provided support, technical and procedural assistance to outside vendors and agencies

*Risk Control Technician**Sep. 2011–Jan. 2012*

- Determined means of reducing insured's risk of loss and advised them of these findings
- Communicated with underwriters to ensure that the insured is complying with the recommendations

CONSUMER SERVICES EXPERIENCE**Demestia Baking Company, LLC (Lansdale, PA)**

Jan. 2014–Feb. 2020

Owner

- Founded the company alone in 2014
- Created and distributed all products, including baking, decorating, delivering, marketing, and billing
- Attended networking events to establish a customer base within my region
- Showcased my products at a variety of events, both charity and paid

Bath and Body Works (North Wales, PA)

Oct. 2010–May 2018

Sales Associate

- Recommended products to customers based on their needs and desires
- Consistently met sales goals while restocking merchandise as necessary
- Created intricate product displays
- Developed innovative promotional strategies