

Julia Marie Dischell

Lansdale, Pennsylvania 19446 | 215-896-2289 | JMDischell@gmail.com | www.linkedin.com/in/juliadischell

SENIOR EDITOR

Communicator, storyteller, and content writer, editor, developer, and marketer with extensive experience in highly regulated industries, extremely successful at liaising among multiple departments to effect change, excellent research skills, proactive thinker and multitasker.

AREAS OF EXPERTISE

Content Strategy | Editorial Management | Copywriting | Proofreading | SEO Optimization | Stakeholder Buy-in
Brand Messaging | Storytelling | Publication Planning | Audience Engagement | Digital Marketing

PROFESSIONAL EXPERIENCE

Marsh, New York, NY

May 2022–December 2024

Senior Editor—Vice President

Led the production of over 150 individual pieces of content for the world's leading insurance broker and risk advisor.

- Consulted on, researched, developed, and wrote original thought leadership and editorial content in support of marketing, sales, and brand campaigns and objectives. These items included but were 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 business leadership in review processes.
- Reviewed, edited, and fact-checked copy received from internal and external sources and experts.
- Prepared technical documentation on products, programs, and services for both internal and external stakeholder audiences, such as user guides, glossaries, and diagrams.
- Mentored junior team members through collaboration and by providing actionable feedback.
- Established and maintained consistent corporate standards across content types as well as publication and distribution formats.

Johnson & Johnson, Skillman, NJ

October 2019–May 2022

Communications Coordinator (Contract)

Redesigned Johnson & Johnson's user experience for its Supply Chain Academy—an initiative intended to provide enterprise-wide subject matter learning and development programs and build future leadership capabilities for J&J's end-to-end supply chain organization.

- Developed and deployed intranet sites to showcase the Supply Chain Academy on the MS SharePoint platform. This process included writing copy for the course offerings and instructor biographies.
- Implemented efficient messaging systems and reporting tools, improving response times and ensuring timely decision-making.
- Enhanced collaboration and transparency, leading to more effective leadership communication and strategic alignment.
- Orchestrated 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.
- Established and managed key performance indicator (KPI) dashboards so that course effectiveness could be seen immediately.
- Streamlined and automated communications processes for senior leaders and subject matter experts, reducing manual effort and enhancing information flow.
- Executed effective courses offering communications through targeted email campaigns, Yammer articles, and webpages.

Lincoln Financial Group, Radnor, PA

February 2018–October 2019

Digital Editor (Contract)

Developed the company's digital editorial strategy and managed digital content creation for LFG.com.

- Assessed effectiveness of produced content via surveys and analytics.
- Maintained all content-related MS SharePoint sites.
- Worked across multiple agile teams.
- Provided direction to junior 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.

Nationwide Mutual Insurance Company, Harleysville, PA**September 2011–February 2018****Market Communications Writer, April 2013–February 2018**

Partnered with senior business leaders to craft high value content for one of the largest and strongest diversified insurance and financial services organizations in the United States.

- Collaborated with subject matter experts to develop and write guidelines for underwriters, to ensure they were all following best practices.
- 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 Reference Connect. Acted as a liaison among the document creators and the end users, ensuring all documents are customer-ready.
- Initiated improvements to customer support through cooperation with different departments, research and fact checking.

Operations Support Specialist, January 2012–April 2013

Led multiple large scale communication campaigns geared toward both external and internal audiences.

- 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, September 2011–January 2012

Worked with leading risk control consultants to provide insureds with individualized action plans to help ensure policy compliance and resilience.

- 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.

EDUCATION**Bachelor of Arts (BA)**

Johns Hopkins University

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

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS**Penn LPS Coding Boot Camp Certification**

University of Pennsylvania

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

TECHNICAL SKILLS

- MS Office 365 enterprise applications, including Word, Excel, PowerPoint, Outlook, SharePoint, Teams, Forms, and Power Automate
- Microsoft Dynamics 365
- Google Analytics
- Business intelligence tools such as Power BI, Tableau, and IBM Cognos Analytics
- Visual Basic for Applications (VBA) and Power Query
- Full stack web development
- Adobe Creative Cloud applications, including Acrobat, Photoshop, Premiere Pro, Illustrator, and InDesign
- Agile software development
- Content management systems such as WordPress, HubSpot, Drupal, and Joomla
- Social media management software, such as Sprout Social and Hootsuite
- Technical writing
- Software documentation
- Learning management systems, such as Cornerstone OnDemand
- Online help creation