

## Bio for AMBA Workshop – Julie Finlay

Social Media Panel, 8/31/15



Julie Finlay works in Enterprise Strategy and Marketing at USAA, directing a team of business integration strategists who are responsible for embedding social capabilities into such USAA operations as servicing, learning and development, employee collaboration, recruiting, and member relationship building through social communities. Prior to her current role, Julie led a team managing USAA's external social presence on Facebook, Twitter, Instagram, Pinterest and USAA's Member Community. Prior to that, Julie led Youth Media efforts, directing content development for three quarterly magazines, a weekly audio podcast, and interactive tools aimed at educating members' children (ages 8-24). She has been at USAA since 2002.

Before joining USAA in 2002, Julie directed magazine and digital content development at American Girl in Wisconsin, and was a magazine editor at Whittle Communications in Tennessee. Julie's background also includes freelance editing and writing for magazines, catalogs, school curriculum units, professional organizations, and arts groups.

Julie and her husband Jeff are originally from central Ohio and have two grown children, Matt (23) and Sean (19). In their spare time, Julie and her family enjoy exploring Texas state parks.