

Julie Good, M.A.

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A working life that has been called teaching, performing, building, and going to school. In my house, going to play is going to work, going to school sounds like fun, and the punchline is that it has all been work this whole time.

12 years

Alamo Colleges District

2 M.A.

Texas Tech (in progress) & Texas State

3

Master Teacher, Quality Matters, Canvas

2014

Peer-reviewed publication

RIGHT NOW

A typical week, in five rooms.

On any given day, I am running a studio, building communications systems for a defense practice, going to school in two directions, and getting ready for the next live show. Some weeks all five rooms light up at once. Most weeks they take turns.

2024 to present

Visiting Lecturer

St. Philip's College, San Antonio

Teaching English Composition (ENGL 1301), Technical Writing (ENGL 2311), INRW Special Topics (INRW 0100), Introduction to Speech Communication (SPCH 1311), and Business and Professional Communication (SPCH 1321). Member of the Instructional Technology Committee. I tell people I am going to school. They assume I am still a student. Both are true.

2025 to 2027

Graduate Researcher, M.A. Interdisciplinary Studies

Texas Tech University

Concentrations in Mass Communication, Strategic Communication and Innovation, and Political Science with emphasis in Public Administration and Arts Administration. The academic side of work I have been doing in practice for years.

San Antonio

Director of Operations

Forrest Good PLLC

Communications infrastructure for a practice covering public arts administration and indigent criminal defense. The kind of operations work where useful, dependable, and clear are not optional.

2012 to present

Owner

Good Creative Media

WordPress, integrated marketing communications, and cultural strategy for organizations that want a system, not a stack. Includes work for live music venues that are also restaurants and bars: websites, online menus, point-of-sale integration with ticket sales, and band booking and payment workflows.

2019 to present

Artist Management

Supreme Music Co.

The business behind the going-out-to-play part. Booking, releases, distribution, and the calm system underneath the loud part of the night.

Ongoing

Recording Artist and Live Performer

Julie Good and A Dog Named Mike (and solo as Julie Good)

Debut album Coffee Conversations, streaming on Spotify, Apple Music, Amazon, Pandora, and YouTube. More than 40 venues. We call it playing because that is what it has always been, even when it is also work.

Going to play is going to work. Going to school sounds like fun. The trick is that all of it has been work, and all of it has been play, and somehow it has held.

A Working Principle

EDUCATION

Going to school, in chapters.

My family has always treated school the way other families treat vacation. We light up. We come home with stories. We are still going.

2025 to 2027

Master of Arts, Interdisciplinary Studies (in progress)

Texas Tech University

Concentrations: Mass Communication, Strategic Communication and Innovation, and Political Science (Public Administration, Arts Administration).

2010 to 2012

M.A., Technical Communication and Rhetoric

Texas State University

The reason I can teach English and mass communication across six different subject areas without flinching.

2009

Bachelor of Arts, Communication and Media Studies

The University of Texas at San Antonio

1995 to 2007

Associate of Applied Science, Radio-Television-Film

San Antonio College

1986 to 1990

High School Diploma, Theatre and Choir

Theodore Roosevelt High School

GOING TO SCHOOL

Teaching, faculty, and the room I keep coming back to.

Twelve years across the Alamo Colleges District. I do not say I am going to work at the college. I say I am going to school. School has always sounded like fun. Mostly because it is.

2024 to present

Visiting Lecturer

St. Philip's College, San Antonio

2023 to 2024

Adjunct Faculty, Department of Business, Philosophy, and Technology

Northeast Lakeview College

Social Media and Digital Marketing program. Marketing in a digital environment, with applied AI creative tools.

2016 to 2019

Full-Time Temporary Faculty

Alamo Colleges District, San Antonio College

Music Business, Radio-Television-Film, Communication, and Information Technology Software Engineering.

2013 to 2016

Adjunct Faculty Instructor

San Antonio College

Music Business, Radio-Television-Broadcast, Communication.

2012

Customized Corporate Training Solutions Instructor

Austin Community College

GOING TO PLAY

Music, performing, and the rest of the going-out-to-play life.

In bands, we say we are going to play. It sounds like recess. The trick is that some of the best work I have ever done has happened during recess.

Ongoing

Lead Vocalist and Songwriter

Julie Good and A Dog Named Mike (and solo as Julie Good)

Americana built on craft and structure. Debut album Coffee Conversations, streaming on five platforms. More than 40 venues over the run of the project.

2019 to present

Artist Management

Supreme Music Co.

DESIGNING AND MAKING

The visual practice.

A designer first, a writer second. The visual practice runs through everything else on this page.

Painting and Drawing

Watercolor, ink, gouache

Field studies, portraits, small print runs

Watercolor work in particular runs in the family. My mother is the watercolorist behind Rodeo Queen Fine Art, and I have learned by working alongside her.

Photography

Documentary, portrait, performance, venue

Live and styled, on assignment and self-directed

Videography

Performance video, documentary, short-form social

Plus livestream production for venues and events

Adobe Stack

Photoshop, Illustrator, InDesign

Plus Premiere, After Effects, and the rest of the toolkit when the job calls for it

Long enough to remember when each shipped on a CD. Short enough to still be excited about what they can do.

Print and Editorial

Posters, programs, album art, book jackets, identity systems

For arts orgs, attorneys, and the bands

BUILDING

Communications systems, in places where they had to hold up.

Roughly the line of work that pays the rent and looks like a job in the traditional sense. Even here, mostly it has felt like making something.

2020 to 2024

Information Technology Officer

Texas Media Law

2017 to 2024

Digital Communications Coordinator

Fahle and Han Law PLLC

2013

Senior Communications Specialist

The University of Texas at San Antonio

2012 to 2016

Consultant

Extraordinary Words

EARLIER

Schools, libraries, newspapers, radio.

The shape of an early career in San Antonio media and education. Mostly things I am still glad I did.

2020

Library Assistant

Schertz-Cibolo-Universal City ISD

2019 to 2020

Substitute Teacher

NEISD

2010 to 2011

Administrative Associate, Kitty Hawk Middle School

Judson ISD

Front desk, communication, event planning, classroom substitution, legal assist, and technology support for a student body of 1,300, faculty of 110, and staff of 30.

2000 to 2005

Library Aide and Multi-Media Specialist

Judson ISD

Texas State Certified Educational Aide. Eclectic and Pneuma campus para-professional awards. Designed studio and produced documentary film.

1997 to 2001

Classified Advertising Representative

The San Antonio Current

1996 to 1997

Underwriting Sales Director, KSYM 90.1 FM
San Antonio College

PUBLICATION

In print.

2014

Participatory Media and Culture: The Spirit of the Human

Technoculture: An Online Journal of Technology in Society, Vol. 4

Co-authored with Deb Balzhiser and Caroline E. Jones. Peer reviewed, open access. tcjournal.org/vol4/mcluhan

CERTIFICATIONS

On the wall.

The teaching credentials that go with twelve years in the Alamo Colleges District, plus a handful of professional certificates.

Master Teacher

Alamo Colleges District

Quality Matters

Certified

Canvas Certified

Certified

How to Become a Purpose-Driven Journalist

Certified

Social Media Marketing for Small Business

Certified

Human Resources: Creating an Employee Handbook

Certified

LANGUAGES AND SKILLS

A handful of useful tools.

American Sign Language

Spanish

Social Influence

Services Marketing

Performance Motivation

LinkedIn picked the last three. They are accurate enough that I have not argued.

Booking, projects, or hello.

Full profile and ongoing updates on LinkedIn. Booking and project inquiries via the contact page.

Contact and booking