

JULIA STRELLER

COPYWRITER

SUMMARY

Pure curiosity and hustle—I'm constantly seeking new challenges and experiences, so I can tell better stories. I'm an entrepreneur and creative cliff-jumper, using strategy and storytelling to build brands, launch new products, and feed my appetite for adventure. My creative life has taken me everywhere from ghostwriting for extreme athletes to chasing a multi-million dollar Corgi around NYC, interviewing music artists in Barcelona, filming with a bear in Utah, and throwing products from a helicopter in Alaska.

EXPERIENCE

DELL TECHNOLOGIES – COPYWRITER & STRATEGIST

April 2021 – Present (Remote | New York, NY)

- Work with art director partners to concept, write, pitch, and produce global campaigns, including video, product, landing pages, paid and organic social, email, OA, and other sales collateral.
- Work with Figma, Adobe XD, and Indesign to review and refine visual assets in collaboration with ADs.
- Develop strategy for globally-minded B2B and B2C campaigns that are translated into 28 languages.
- Collaborate cross-functionally with product engineers, product launch, messaging, sales, and other brand stakeholders on strategy and positioning for product launches and refreshes.
- Led an influencer collab from concept to execution, partnering with a creator with 1M+ followers to launch a year-long campaign, earning 40K+ likes on a single post.
- Manage 10+ projects simultaneously, delivering work on time while meeting all business goals.
- Work across lines of business (B2B and B2C) and sub-brands (ex: Latitude, Precision, Rugged, Alienware), ensuring all copy ladders up to the Dell brand voice, tone, and values.
- Integrate partner messaging into Dell's brand voice. Partners include Dolby, NVIDIA, Intel, and Microsoft.
- Completed Dell SEO, AI-integration, and accessibility training.

ROAS MEDIA – PERFORMANCE MARKETING STRATEGIST

Oct 2020 – March 2021 (6mo contract | Remote)

- Managed client relationships, using ROAS's proprietary data analytics to provide creative consulting.
- Worked directly with founders and marketing teams to scale D2C product and subscription brands.
- Leveraged data analysis to manage and optimize portfolio of Facebook and Instagram ad accounts.
- Conducted A/B tests to optimize audiences and visual creative assets.
- Clients: Buff City Soap, Pipsticks Stickers, Atlas Coffee, The Fox Tan, Lenskart

JUMPX MARKETING – EMAIL MARKETING COPYWRITER

March 2020 – Sept 2020 (6mo contract | Remote)

- Designed marketing email layouts using Adobe InDesign and Klaviyo.
- Wrote copy for drip campaigns, newsletters, welcome flows, fundraising flows, and product launches.
- Clients included health and fitness lifestyle brands, fitness influencers, and extreme athletes.

THE ONE CLUB FOR CREATIVITY – COPYWRITER

Jan 2020 – March 2021 (Freelance | Austin, TX)

- Collaborated with the Austin chapter's Advisory Committee to plan and execute marketing comms.
- Helped plan and produce events, including a sold-out chapter launch event.
- Moderated panels in front of live audiences. Managed social media account.

C3 PRESENTS – FESTIVAL SOCIAL MEDIA INTERN

Aug 2019 – Jan 2020 (Austin, TX)

- Managed festival socials and influencer partnerships, growing the audience +40% in three months.
- Created social content strategy, concepts, and copy for Piknic Électronik music festival.

AVAYA – CASE STUDY INTERN

June 2018 – Sept 2018 (New York, NY)

- Wrote and edited B2B case studies for the global tech/telco company.

THE UNIVERSITY OF TEXAS – PRESIDENT’S OFFICE STUDENT AMBASSADOR

Sept 2016 – March 2019 (Austin, TX)

- Designed and led private tours of UT, tailoring the experience around each potential student’s interests.
- Integrated supercomputer data visualization lab (VisLab) into tours, highlighting UT’s world-leading tech.

ADDITIONAL EXPERIENCE

THE FAMILY NUT – CO-FOUNDER & COPYWRITER

Jan 2022 – Jan 2024 (Just for fun | New York, NY)

- Built a peanut butter company with my friends!
- Drove strategy for brand development and product launch. Wrote social, web, and product label copy.
- Managed creative campaign development and social strategy.

GT BRAND STUDIO – COPYWRITER & BRAND STRATEGIST

Jan 2022 – Jan 2023 (Freelance | Remote)

- Collaborated with the founder and head strategist to craft brand strategy, messaging, and voice, executing across websites, products, email campaigns, and social media.
- Clients: LAKAN Clothing, Bella Madre Jewlery, Megan Nash Health, Fertility Specialist Network, IVFMD.

CULTURE CAPITAL – MUSIC JOURNALIST

April 2019 – March 2020 (Freelance | Austin, TX)

- Wrote articles about live shows and artist interviews for Austin-focused music and art publication.
- Planned live music events in Austin, including a SXSW showcase (Covid-cancelled).

GOODMUSICALLDAY – STUDENT EDITOR & MUSIC JOURNALIST

Sept 2017 – March 2019 (Austin, TX)

- Co-founded Austin chapter of GoodMusicAllDay—a national college publication covering music, art, sports, and pop culture. Managed team of 20 student writers + photographers.
- Wrote articles and social media content about live shows and artist interviews.

EDUCATION

JOB PROPULSION LAB

Copywriting

THE UNIVERSITY OF TEXAS – BA, PLAN I HONORS

Psychology

Rhetoric & Writing

McComb’s Business Certificate