

JULIA STRELLER

COPYWRITER

SUMMARY

Pure curiosity and hustle—I've worked in marketing across music, fashion, and tech. My freelance clients include real estate, fine jewelry, fitness lifestyle, CPG, and events. Net-net: I'm well-rounded. I connect B2B and B2C, translating complex ideas into creative campaigns. I'll jump in anywhere from building brands and go-to-market strategies to executing briefs with concepts and copy.

EXPERIENCE

DELL TECHNOLOGIES – COPYWRITER

April 2021 – Present (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.
- Collaborate cross-functionally with product engineers, product launch, messaging, sales, and other brand stakeholders on strategy and positioning for product launches and refreshes.
- Creative problem solve, ensuring the business needs of all teams are met through my copy.
- 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.

ROAS MEDIA – PERFORMANCE MARKETING MANAGER

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 grow D2C product and subscription brands.
- Managed and optimized portfolio of Facebook and Instagram ad accounts.

JUMPX MARKETING – EMAIL MARKETING COPYWRITER

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

- Wrote copy for marketing emails including drip campaigns, newsletters, welcome flows, fundraising flows, and product launches.
- Clients included health and fitness lifestyle brands and influencers.

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 the chapter launch which attracted a capacity crowd.
- Moderated panels in front of live audiences. Managed social media accounts.

C3 PRESENTS – SOCIAL MEDIA INTERN

Aug 2019 – Jan 2020 (Austin, TX)

- Managed social accounts and influencer partnerships, growing the audience +40% in three months.
- Concepted and wrote social marketing content for Piknic Électronik music festival.
- Assisted mktng. director with creating a social strategy focused on brand awareness and engagement.

AVAYA – CASE STUDY INTERN

June 2018 – Sept 2018 (New York, NY)

- Assisted writing and editing B2B case studies for the global communication tech company.

MOSCHINO – WHOLESALE INTERN

June 2017 – August 2017 (New York, NY)

- Merchandized luxury fashion showroom following brand and collection guidelines.
- Styled models for buying appointments.

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.

DRESS FOR SUCCESS – INTERN

Summer 2014 & Summer 2015 (Houston, TX)

- Guided new clients to select their first professional suits, caught up with current clients about their job search progress, and organized the clothing inventory warehouse.

ADDITIONAL EXPERIENCE

LOVE ADORNED FINE JEWELRY – CONTENT CREATOR & COPYWRITER

Feb 2024 – Sept 2024 (Freelance | New York, NY)

- I used anecdotes and rich descriptions to bring the tactile, emotional IRL purchasing journey to the digital realm via website product descriptions and social media content.

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 concepting 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 across industries, including fine jewelry, luxury clothing, events, fitness and wellness, and finance.

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

May 2020

Copywriting

THE UNIVERSITY OF TEXAS – BA, PLAN I HONORS

Dec 2019

Psychology

Rhetoric & Writing

McComb’s Business Certificate