

JULIE GLATTHORN

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Experience *Freelance Contributor, BOUCHER Creative*

New York, NY — 04/2017-present

- » Write and edit copy for Amazon Prime's weekly newsletter
- » Write, edit, and perform voice-over work for Amazon Prime scripts for Alexa

Executive Assistant, Black Humour, Inc

New York, NY — 01/2018-present

- » Liaise with various high-level industry professionals on behalf of Grammy Award-winning and Emmy-nominated comedian Lewis Black
- » Serve as a representative for Mr. Black in creative, business, and personal dealings
- » Coordinate schedule, book and organize travel

Freelance Writer, Various

New York, NY — 2015-present

- » Pitch, write, and edit shareable content for companies like TODAY.com, UNiDAYS, Kale.Life, and more

Senior Copywriter, Carlisle Etcetera, LLC

New York, NY — 03/2017-01/2017

- » Write and edit all content across 6 brands, while establishing brand voice, mission statements
- » Establish, develop, and enforce company-wide Content Style Guide
- » Work closely with CEO and CMO to create crucial marketing materials such as press releases, recruiting materials, and emails
- » Liaise with e-commerce, social, and freelance contributor teams to cultivate a brand language for six distinct fashion brands

Contract Recipe Copy Editor and Freelance Contributor, MarthaStewart.com

New York, NY — 05/2016-02/2017

- » Edit archive of 1000s of recipes from MSLO empire to ensure cohesiveness and clarity
- » Help spearhead a special project to clean up/rewrite existing recipe copy and creating original writing
- » Pitch, write, and edit newsy lifestyle content

Fashion and Home Copywriter, MYHABIT

New York, NY — 05/2015-06/2016

- » Contribute to product and sales copy for Amazon's flash sale site
- » Compose 250+ tweets for MYHABIT's social team
- » Handle copy for 90+ sales per week for MYHABIT's lifestyle verticals
- » Research brands and trends to keep site's copy relevant in an ever-changing digital landscape

Blogger, Fashion Rocks! On CBS (Contract)

New York, NY — 2014

- » Pitch and compose blogs, slideshows, polls, social, and video copy for Fashion Rocks!'s site
- » Work with Editorial Director on calendar and to help hone the voice of the site
- » Write branded content for sponsors Maybelline, Mazda, LG, and more

Blogger for The Thread, Prime Content/Shine on Yahoo!

New York, NY — 2012-2013

- » Produce 3-5 posts daily to ensure site's relevancy in a 24-hour news cycle
- » Work closely with social team for ultimate shareability
- » Research the fashion and beauty market and scour the web for relevant celeb news
- » Edit my and my coworkers' posts for accuracy, grammar, and to ensure copy is on-brand
- » Attend and cover events as a representative of The Thread on Yahoo! and assist with styling/wardrobe/production during busy video shoots

Styling/Wardrobe Assistant, Freelance

New York, NY — 2013-present

- » Shop, budget, and concept shoots for clients like AmazonVideo/CFDA Fashion Fund/Sonicare and Yahoo!/Procter & Gamble
- » Liaise with producers, directors, photographers, hair/makeup teams, and models to ensure a smoothly-run shoot
- » Assist lead stylists on in-studio and on-location video shoots with talents like Jessica Stam, Chrissy Teigen, and Aurora James

Education *Connecticut College*

B.A. English Literature — 3.4 GPA — 2006-2010

· Highly developed written and oral communication skills · Audio and video experience · Great eye for design · Excellent interpersonal skills · Exceptional attention to detail · Well-honed research talent · Ability to shine in fast paced and high-pressure environments · Experienced with Microsoft Office Suite, Photoshop, social media outlet, and most content management systems