



JULIE DAVIS

// Accomplished editor, copywriter, and content manager with an extensive background in digital media //

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER

Perigold at Wayfair | Boston, MA | March 2022 – Present

Perigold is a Wayfair speciality brand that targets the luxury shopper with the internet's largest-ever selection of premium home brands.

- Write cross-channel copy for the Perigold website, emails, promotions, social media, SMS, and app
- Interview interior designers and write copy for the Perigold catalog
- Partner closely with art directors to bring a story to life, from brief to conception
- Pitch and field feedback to/from stakeholders and suppliers

COPY EDITOR/WRITER

Campaign Creators | San Diego, CA | April 2021 – Present

Campaign Creators is a digital marketing agency providing clients with data-driven marketing and lead nurturing solutions.

- Edit and fact-check content provided by copywriters, from drip campaign emails and landing pages to brochures and blog posts
- Ensure that content adheres to directions outlined in project brief, including brand voice, style, and character count
- Edit content for a varied clientele, e.g., divorce attorneys, sustainable energy providers, salmon distributors, trampoline parks, and fashion companies
- Provide copywriting as needed

COMMERCE WRITER

Hearst Corporation | New York, NY | Sept. 2021 – March 2022

Hearst is a leading multimedia group and information services company with more than 360 businesses worldwide.

- Researched and wrote shopping roundups across Hearst's magazine portfolio for the SEM team
- Provided content tailored to the voice and style guides of each brand: *Cosmopolitan*, *Women's Health*, *Men's Health*, *Popular Mechanics*, *Runner's World*, *Town & Country*, *Good Housekeeping*, and many more
- Edited, updated, and optimized existing content for quality and brand voice

HEAD OF CONTENT

4 Walls, Inc. | Narberth, PA | Feb. 2016 – Sept. 2021

CONTENT MANAGER

4 Walls, Inc. | Narberth, PA | Aug. 2013 – Jan. 2016

4 Walls, Inc. is a digital marketing company providing social media solutions (blogging, reputation management, etc.) to the multifamily industry.

- Managed seven employees and a revolving roster of freelance writers
- Oversaw the content management of 500-plus apartment communities (just under 2,000 blog posts per month and 6,500 social posts per month)
- Top-edited all copy and provided feedback as needed
- Helped spearhead company's move away from blog posts to content discovery on social media
- Developed style guides to create an inclusive voice that adheres to prohibitions set forth by the Fair Housing Act



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EDUCATION

BACHELOR OF ARTS // ENGLISH

Temple University
Philadelphia, PA

KEY SKILLS & ABILITIES

Team player with proven ability to work independently and remotely

Flourishes in high volume, deadline-driven environments; tight turnaround times

Short- and long-form content, press releases, bios, newsletters, interviews, marketing copy

Agency experience

Managerial experience

Content management experience

Headline crafting expertise

Top-editing and proofing

Content Management Systems, Wordpress, etc.

AP and Chicago style guides

Social Media

HTML

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EXPERIENCE CONTINUED

FREELANCE COPYWRITER

Dot & Bo | San Francisco, CA | Nov. 2015 – Aug. 2018

Dot & Bo is an e-tailer specializing in mid-century modern, bohemian, and industrial home décor and furnishings.

- “From the moment we hired you on, your work continued to be a high water mark for us, and a steep jump up from the content we had before.” — Christopher Keilman, Associate Copy Editor, Dot & Bo
- Shaped and defined brand voice
- Composed email, banner, and collection copy
- Wrote short, succinct product descriptions that resonated with Dot & Bo’s target shopper
- Provided product name and description for each sku
- Created alluring copy with little information given about product

EDITOR, RACKED PHILLY

philly.racked.com

Vox Media/Curbed Network | New York, NY | March 2012 – Dec. 2014

Part of the national blog network Vox Media, Racked Philly provided readers with the latest intel about retail developments within Philadelphia and its suburbs.

- Founding editor of site; posted as many as six unique blog posts daily
- Attracted tens of thousands of visitors every month
- First to break news of Nordstrom Rack’s and Uniqlo’s entries into the Philadelphia market
- Interviewed high-profile names in fashion industry, e.g., Uniqlo U.S. CEO Larry Meyer and Madewell’s head of design, Somsack Sikhounmuong
- Coverage of 2013 Lilly Pulitzer sale received a [nod from Jezebel](#)
- Managed/updated Racked Philly’s social media accounts: Facebook (793 “likes”) and Twitter (1,586 followers)
- Curated bi-weekly email newsletters
- Hired and managed contributors (fielded pitches, top edited)
- Supplied original photography

EDITOR, THE FEAST/SHOP PHILADELPHIA

www.thefeast.com/philadelphia (no longer live)

NBC Universal | Bala Cynwyd, PA | Nov. 2010 – Oct. 2011

Launched in late 2010 in major cities across the U.S., TheFeast.com was a lifestyle website that led readers to the best places to eat, shop, and play in their city.

- Founding “Shop” editor for Philadelphia
- Starting from complete anonymity, became a trusted resource for Philadelphia retail news
- Delivered breaking news (store openings, closings, sales, etc.) before more established media sources
- Composed 1,000-plus articles in site’s lifespan
- Managed site’s social media accounts
- Coordinated and oversaw video shoots with local retailers and high-profile businesses
- Supplied original photography

FREELANCE WRITER

2009 – Present

- Joss & Main, AllModern, Apartment Therapy, MyDomaine, Trulia, RetailMeNot, Choice Hotels, State Farm Insurance, DailyCandy, and many more