

JULIE DAVIS

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SENIOR COPYWRITER & EDITORIAL STRATEGIST | Luxury Home, Interior Design & Lifestyle

Senior copywriter and editorial strategist with 15+ years of experience leading multi-channel storytelling for premier luxury, e-commerce, and digital lifestyle brands. Proven track record of scaling engagement and driving multi-million-dollar revenue through high-converting omnichannel campaigns, AI-assisted workflows, and strategic brand voice governance.

CORE COMPETENCIES

- **Copywriting & Strategy:** Multi-Channel Brand Campaigns, Creative Concepting, Omnichannel Promotions, Romance Copy, Landing Pages, Email Marketing, Scriptwriting, Direct Mail.
- **Brand Governance & Editing:** Brand Voice Development, Style Guide Architecture, Tone Consistency, High-Volume Editing & Fact-Checking.
- **Digital Growth & Performance:** SEO/SEM Optimization, Social Media Strategy, Conversion Rate Optimization (CRO), Content Management Systems (CMS).
- **Leadership & Innovation:** Creative Team Leadership, Cross-Functional Alignment, AI-Assisted Content Systems, Workflow Optimization.

PROFESSIONAL EXPERIENCE

Perigold (Wayfair Luxury Specialty Brand) | Boston, MA (Remote)

Senior Copywriter | 03/2022 – Present

- Strategize and author high-converting, shoppable content centered on luxury furniture, interior design, and home decor, driving over 1M weekly site visits and engaging 800K+ social followers.
- Develop performance-driven creative concepts and ad copy for Meta and Pinterest, scaling click-through rates and customer acquisition.
- Concept high-converting omnichannel messaging for flagship retail promotional events averaging \$7.5M GRS, setting record-breaking daily GRS milestones for Labor Day and Black Friday 2023.
- Drove a 351% CTR increase through a multi-tier re-engagement email drip sequence.
- Defined the launch strategy for the brand's brick-and-mortar debut, ensuring seamless voice cohesion from digital to in-store environments.
- Overhauled enterprise brand voice standards to unify brand positioning across digital, print, and physical retail touchpoints.
- Led cross-functional adoption of AI-driven romance copy workflows for PDPs, increasing operational throughput while elevating product discovery.
- Mentor and provide creative direction to junior copywriters, upholding editorial standards and strategic brand consistency.

Freelance Senior Copywriter & Brand Strategist | Remote

Selected Clients: AllModern, Joss & Main, Apartment Therapy, MyDomaine, Trulia, RetailMeNot, Choice Hotels, State Farm | 01/2009 – Present

- Architect high-impact editorial, SEO, and brand marketing campaigns for national home decor, hospitality, and tech platforms.
- Craft multi-channel copy including long-form lifestyle features, digital advertisements, newsletter funnels, and UX/landing pages.

Campaign Creators | San Diego, CA (Remote)

Senior Copy Editor & Copywriter | 04/2021 – 04/2024

- Supervised copy quality across inbound marketing campaigns, evaluating lead-nurturing funnels, landing pages, long-form content, and collateral against rigorous client voice guidelines.
- Executed end-to-end copy development for enterprise B2B and SaaS clients to elevate engagement across complex sales funnels.

Hearst Corporation | New York, NY (Remote)

Commerce & Editorial Writer | 09/2021 – 03/2022

- Researched, produced, and optimized 15 high-converting weekly SEM shopping guides across leading global media properties (*Cosmopolitan*, *Women's Health*, *Men's Health*, *Town & Country*, *Good Housekeeping*).
- Adapted voice, tone, and strategic product placement dynamically to fit individual publication demographics and monetization goals.

Respage | Narberth, PA

Head of Copy | 08/2013 – 09/2021

- Spearheaded multi-channel social media strategies for premier luxury property management brands (Bozzuto, Greystar, Windsor), elevating brand authority and tenant retention.
- Directed high-volume editorial operations and oversaw the end-to-end production of 2,000 blog posts and 6,500 social assets monthly, centered on home decor, lifestyle, and local events.
- Built comprehensive style guides and editorial calendars to scale cross-platform resident engagement.
- Partnered with product and engineering teams to design and deploy a proprietary social CMS for property managers.
- Authored core conversational copy and narrative decision trees for *Rentron*, the multifamily real estate industry's first resident-facing AI chatbot.
- Recruited, managed, and mentored a team of seven direct reports and a distributed network of freelance writers.

Vox Media / Curbed Network (Racked Philly) | Philadelphia, PA / New York, NY

Founding Editor | 03/2012 – 12/2014

- Launched and scaled the regional publication to 25K+ monthly visitors by publishing 6 daily original features covering retail, style, and market trends.
- Broke high-profile retail market entries (Nordstrom Rack, Uniqlo) and interviewed industry executives including Uniqlo US CEO Larry Meyer and Madewell Head of Design Somsack Sikhounmuong.
- Recruited, managed, and edited a contributor base of freelance writers.

NBC Universal (The Feast / Shop Philadelphia) | Bala Cynwyd, PA

Founding Editor | 11/2010 – 10/2011

- Built a new regional lifestyle vertical from inception, publishing 1,000+ pieces of breaking commercial, retail, and hospitality coverage.
- Coordinated and directed on-location commercial video shoots with regional retail and hospitality partners.

EDUCATION

Bachelor of Arts in English | Temple University, Philadelphia, PA