

# JULIE DAVIS

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## Senior copywriter, content strategist, and editor

I have 15 years of experience as a copywriter, content strategist, and editor for multi-million-dollar lifestyle and e-commerce brands. Throughout my career, I've delivered meaningful, measurable results by prioritizing creativity, collaboration, and a customer-first mindset at every stage of the content journey.

### SKILLS

- Creative Concepting
- Digital Marketing
- Brand Voice Development
- Managing & Mentoring
- AI-Assisted Content Creation
- Editing & Proofreading
- Social Media
- SEO & SEM
- Content Management Systems

### EDUCATION

#### Bachelor of Arts in English

Temple University

Philadelphia, PA

### PROFESSIONAL EXPERIENCE

#### Senior Copywriter Perigold at Wayfair

Boston, MA • 03/2022 – Present

Perigold is a Wayfair specialty brand that targets the luxury shopper with the world's largest selection of designer-approved home brands.

- Create shoppable editorial content for [perigold.com](https://perigold.com) that drives 1M+ site visits per week, with 279K active customers
- Concept and write copy for all other touchpoints: brand campaigns, email marketing, direct mail pieces, SMS, push notifications, digital advertising, and social media (218K Instagram followers and 537K Facebook followers)
- Develop omnichannel copy for major promotions averaging \$7.5M GRS
- Live in lockstep with cross-functional partners and stakeholders to translate performance metrics and customer insights into effective, data-driven strategies
- Leverage AI tools to boost operational efficiency and content output
- Mentor, lead, and inspire a small team of copywriters
- **Notable achievements:**
  - Set new daily GRS records for Labor Day and Black Friday sales in 2023
  - Achieved a 351% increase in CTR with a re-engagement drip campaign
  - Led the transition toward AI-driven romance copy on product pages, resulting in an improved customer experience
  - Overhauled the brand's voice standards to drive brand consistency and evolution online, in print, and in physical retail

#### Freelance Writer

01/2009 – Present

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

"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

**Copy Editor/Writer**  
**Campaign Creators****San Diego, CA • 04/2021 – 04/2024**

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

- Edited and fact-checked content provided by copywriters, from drip campaign emails and landing pages to brochures and blog posts
- Ensured that content adheres to directions outlined in project brief, including brand voice, style, and character count
- Provided copywriting as needed

**Commerce Writer**  
**Hearst Corporation****New York, NY • 09/2021 – 03/2022**

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

- Researched and wrote 15 SEM shopping listicles per week, published across Hearst's magazine portfolio
- 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**  
**Respage****Narberth, PA • 08/2013 – 09/2021**

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

- Managed resident-facing content for luxury property management companies such as Bozzuto, Greystar, and Windsor: 2,000 blog posts per month and 6,500 social posts per month
- Spearheaded the company's move away from blog posts to meet Millennial and Gen-Z renters where they are: on social media
- Wrote the output copy for Rentron, the multifamily industry's first resident-facing chatbot
- Developed style guides with an inclusive voice in compliance with the Fair Housing Act
- Managed seven employees and a revolving roster of freelance writers

**Founding Editor, Racked Philly**  
**Vox Media/Curbed Network****New York, NY • 03/2012 – 12/2014**

- Wrote and published six unique blog posts daily to attract 25,000+ visitors per 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
- Hired and managed contributors (fielded pitches, top edited)

**Founding Editor, The Feast/Shop Philadelphia**  
**NBC Universal****Bala Cynwyd, PA • 11/2010 – 10/2011**

- 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
- Wrote and published 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