

Julia Boyd

COPYWRITER

EXPERIENCE

URBN, FREE PEOPLE PHILADELPHIA, PA - HYBRID

Copywriter

April 2024 - Present

- Write descriptive and educational product copy for all bottoms apparel (skirts, jeans, pants, shorts) and in-house free-est collection
- Oversee all creative copy for free-est and We The Free, Free People's in-house brands
- Collaborate with Graphic Design and domestic & EU Merchandising teams to create cohesive domestic, United Kingdom- and France-specific emails and messaging
- Work closely with a PR agency in France to ensure accurate translations for French messaging
- Craft unique taglines, brand bios, event copy, store signage, promotional messaging, and site assets
- Collaborate with cross-functional teams to ensure product and editorial copy has accurate keywords and SEO value

Associate Copywriter

April 2022 - April 2024

- Write descriptive and educational product copy for multiple product classes, including apparel, beauty, and accessories
- Produce engaging subject lines and promotional copy
- Collaborate with Graphic Design and EU Merchandising teams to create United Kingdom- and France-specific emails and messaging; liaison for cross-functional groups from edit rounds to front-end send-off
- Work closely with a public relations agency in France to ensure accurate translations for French messaging
- Ensure products are properly attributed on the backend for UX and SEO
- Write creative and buzzworthy editorials for domestic editorial hub
- Utilize knowledge of SEO terms to incorporate keywords into PDP copy

Assistant Copywriter

March 2021 - April 2022

Temporary Junior Copywriter

January 2021 - March 2021

- Write descriptive and educational product copy for multiple product classes, including apparel, beauty, shoes, activewear, and accessories
- Produce engaging subject lines and promotional copy
- Ensure products are properly attributed on the backend for UX and SEO
- Ensure that all copy is clean and finalized before being published online

ABOUT

Creative copywriter with a demonstrated history of long- and short-form copy for email marketing, product, site verbiage, and editorial content. As a storyteller, I possess the ability to craft a brand voice that creates engaging content and elevated messaging.

EDUCATION

BACHELOR OF ARTS

Temple University, Klein College of Media and Communication

B.A. in Journalism

2016-2020

SKILLS

- Proficiency in grammar, copyediting, and copywriting
- Excellent at storytelling, crafting brand voice, and creating unique net-new copy
- Excellent communication skills and response time
- Timely, organized, and extremely detail-oriented
- Proficiency in Microsoft Office (Excel, PowerPoint, Word)
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Lightroom, Premier Pro)
- Intermediate in fashion merchandising



Philadelphia, PA



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