



JULIA WAICBERG

COPYWRITER

NEW YORK

EXPERIENCE

Ogilvy NY | New York, NY
Senior Copywriter, March 2024 - Present

- Clients: Verizon, Sprite, CeraVe, Dove, Perrier

Butler, Shine, Stern & Partners | Remote
Senior Copywriter, April 2022 - Feb 2024
Copywriter, Sept 2020 - April 2022

- Clients: ESPN, Amazon Business, San Francisco Ballet, Rao's Homemade, Blue Shield of California, noosa Yoghurt, Constellation Beer, Wine & Spirits, Mill Valley Film Festival, Amazon Web Services x NFL
- New Business Won: Constellation Beer, Wine & Spirits

Johannes Leonardo | New York, NY
Junior Copywriter, Dec 2018 - Sept 2020
Copywriting Intern, Sept 2018 - Nov 2018

- Clients: adidas Originals, adidas Performance, Amazon Music, Venmo, WeWork, Volkswagen, Kraft
- New Business Won: adidas Performance, Venmo, Amazon Music

Hill Holliday | Boston, MA
Junior Copywriter, Aug 2017 - Aug 2018
Copywriting Intern, June 2017 - Aug 2017

- Clients: Bank of America, Planet Fitness

EDUCATION

The University of Texas at Austin, 2017
Moody College of Communication
B.S. Advertising, Texas Creative
Certification in Innovation, Creativity
& Entrepreneurship

RECOGNITION

2024 LIA Creative LIAsons: Globally Selected Participant
2024 Creativity Editor's Pick: "Fantasy Season's Greetings"
2024 Creativity Editor's Pick: "Verizon Now"
2024 Cannes Network of the Year: Ogilvy
2022 The Drum Awards for Experience: Juror
2022 Jay Chiat Awards Honorable Mention: "Only in Fantasy"
2022 Creativity Editor's Pick: "Only In Fantasy"
2022 One Show Film Shortlist: "Hear Me"
2022 One Show Fusion Pencil Shortlist: "Hear Me"
2022 ACD Fusion Cube Shortlist: "Hear Me"
2022 Design for Good Shortlist: "Hear Me"
2021 Campaign U.S. Ad of the Week: "Hear Me"
2020 #3 Ad Age A-List: Johannes Leonardo
2019 Adweek Breakthrough AOTY: Johannes Leonardo

WORKSHOPS

2024 Brooklyn Comedy Collective: Improv 3
2023 Brooklyn Comedy Collective: Improv 1+2
2023 Brooklyn Comedy Collective: Sketch Writing 1
2019 Magnet Theater: Storytelling 1+2
2019 Robert McKee's STORY Seminar

INFO

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