



# JULIA WAICBERG

COPYWRITER

## EXPERIENCE

**BSSP | SENIOR COPYWRITER**  
APRIL 2022 - PRESENT, NEW YORK, NY

- Writing for brands including ESPN, Amazon Business, Rao's Homemade and more
- Produced work for ESPN and Amazon Business

**BSSP | COPYWRITER**  
SEPT 2020 - APRIL 2022, NEW YORK, NY

- Wrote for brands including Rao's Homemade, Blue Shield of California, new business (won)
- Produced work for Blue Shield of California & more

**JOHANNES LEONARDO | JUNIOR COPYWRITER**  
DEC 2018 - SEPT 2020, NEW YORK, NY

- Worked for brands including Amazon Music, Venmo, WeWork, adidas Originals, Volkswagen & more
- Pitched new business, including Venmo (won) and Amazon Music (won)
- Produced work for Amazon Music, a0xAW, VW, Venmo & more

**JOHANNES LEONARDO | COPYWRITING INTERN**  
SEPT 2018 - NOV 2018, NEW YORK, NY

- Wrote and conceptualized for adidas Originals
- Pitched multiple pieces of new business
- Promoted to full-time within two months

**HILL HOLLIDAY | JUNIOR COPYWRITER**  
SEPT 2017 - AUG 2018, BOSTON, MA

- Wrote for Bank of America, including enterprise brands like Special Olympics, MLB & (RED)
- Worked on in-house projects & new business team
- Produced Times Sq billboard, print & more

## EDUCATION

**THE UNIVERSITY OF TEXAS AT AUSTIN**  
AUG 2013 - MAY 2017

Moody College of Communication  
B.S. Advertising, Texas Creative Sequence  
Certification in Innovation, Creativity & Entrepreneurship

## RECOGNITION

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"

## WORKSHOPS

**STORY | NEW YORK, NY**  
Robert McKee's STORY Seminar, April 2019  
Storytelling 1, Magnet Theater, June - July 2019  
Storytelling 2, Magnet Theater, Sept - Oct 2019

## INFO

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