



JULIA WAICBERG

COPYWRITER

EXPERIENCE

BUTLER, SHINE, STERN & PARTNERS | COPYWRITER
SEPT 2020 - PRESENT, NEW YORK, NY

- Writing and concepting for brands including Rao's Homemade, Blue Shield of California, new business
- Producing 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 concepted 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

HILL HOLLIDAY | COPYWRITING INTERN
JUNE - AUG 2017, BOSTON, MA

- Concepted experiential & social for Planet Fitness
- Wrote radio, social & digital copy for Great Wolf Lodge and Party City

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

AWARDS

STUDENT

Special Judges Award, District 10, 2017
Gold District 10 ADDY, Website, 2017
Gold Austin ADDY, Website, 2017
Silver Austin ADDY, Magazine, 2017
Bronze Austin ADDY, Magazine, 2017
Bronze Austin ADDY, Outdoor, 2017

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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LOCATION New York, New York