



# JULIA WAICBERG

COPYWRITER

NEW YORK

## EXPERIENCE

### **McCann NY | New York, NY**

Associate Creative Director, March 2025 - Now

### **Ogilvy NY | New York, NY**

Senior Copywriter, March 2024 - March 2025

### **Butler, Shine, Stern & Partners | Remote**

Senior Copywriter, April 2022 - Feb 2024

Copywriter, Sept 2020 - April 2022

### **Johannes Leonardo | New York, NY**

Junior Copywriter, Dec 2018 - Sept 2020

Copywriting Intern, Sept 2018 - Nov 2018

### **Hill Holliday | Boston, MA**

Junior Copywriter, Aug 2017 - Aug 2018

Copywriting Intern, June 2017 - Aug 2017

### **Clients**

New York Lottery, Smirnoff, ESPN, adidas, Volkswagen, Kraft Heinz, Amazon Music, CeraVe, Sprite, Perrier, Dove, Verizon, Blue Shield of California, Venmo, WeWork, Amazon Business, San Francisco Ballet, noosa Yoghurt, Rao's Homemade, Mill Valley Film Fest, Bank of America, Constellation Beer, Wine & Spirits, AWS x NFL, Planet Fitness, New Business Wins: 4

## 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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