

JULIE SPAHN

www.JulieSpahn.com

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CAREER HIGHLIGHTS

Specializing in the art of storytelling, copywriting and digital strategy, excelling in creating content that resonates with consumers and converts. Leveraging my experience spanning agency, in-house creative and academic teams, ensuring unwavering brand consistency while strategically optimizing for results.

EDUCATION

Master of Arts, English | Portland State University
Bachelor of Arts, English | Michigan State University

RELEVANT WORK HISTORY

Engagement & Retention Specialist Meijer, Inc.

Grand Rapids, MI (Contract)
05/24 – Present

Contributing to the development of employee awards and community events in honor of the company's 90th-anniversary milestone.

Copywriter Perrigo

Grand Rapids, MI (Remote)
10/20 – 3/24

Brand Lead: Good Start Infant Formula, Nasonex, Mederma, Steripod, ACO Skincare, Compeed, Rembrandt

- As part of the digital team, increased online sales by 30%+ through the development of strategic communications content for USA product launches.
- Authored a 10-message CRM email welcome campaign for a targeted audience of more than 500k.
- Developed website pages and blogs, video scripts, radio ads, social media posts and printed mailers for products with a market size exceeding \$40M.

Store Brand Lead: Cough/Cold and Allergy, Infant Formula, Skincare and Beauty

- Managed copy for 170+ products for online retailers, including Amazon, Walmart, Target, Costco, Sam's Club, Walgreens, CVS and Meijer.
- Researched SEO and optimized all digital content for our 100+ top selling SKUs.
- Created best-in-class, high-converting copy for omni-channel retail experiences, including retailer.com store fronts, ABT and BTF; in-store print promotions and displays; retailer club magazine articles; website banner ads.
- Ensured meeting FDA standards by collaborating with marketing, medical, regulatory and legal teams.
- Represented the creative team as Subject Matter Expert (SME) on AI innovations.

Writer / Project Manager Greystone Global / Road to Market Ltd.

New York, NY (Remote)
02/00 – 10/20

Clients Included: The Michigan AIDS Fund, United States Chamber of Commerce, Precious Moments Foundation, Clinical AIDS Research and Education Fund (CARE) at the University of Alabama at Birmingham, Hope Network, 100 Good Deeds Bracelets, Grand Angels and more.

- Composed dynamic copy for grant proposals, reports, newsletters, radio ads, billboards and New York City bus ads that generated over 2M impressions per month.
- Captured local and national media exposure, including coverage in national daily newspapers and editorial features on ABC *PRIMETIME* and CBS *Sunday Morning with Charles Osgood*.

Publicity Manager

Clients Included: UN Special Representative, US State Department Speaker, HIV/AIDS Researcher, Broadway Tenor Vocalist.

- Secured 10+ book signings, and managed media coverage and other promotional events, including readings at the Jimmy Carter Presidential Library, as well as engagements at other noteworthy venues in New York, Los Angeles, Detroit, Denver and Miami.

ACCOLADES

Presidential Recognition: "Teacher of the Year," Excellence in Education Award Winner, 2018
Grand Rapids Community College

SKILLS

- SEO Research and Optimization • Content Management • Creative Strategy • Blog and Long Form Writing •
 - Healthcare and Medical Research • Copy Auditing and Editing • Social Media Writing • Video Script Storyboarding • CRM Email Journeys • UX Writing • APA/Chicago/MLA Styles

TECHNOLOGY

- Semrush • Copy.ai • Sprout Social • WordPress • Salesforce • Censhare • Slack • Trello • OSX • Microsoft Office • Google Drive • Adobe Suite • Webex • Mailchimp • Facebook • Instagram • X (Twitter) • TikTok

VOLUNTEER ACTIVITIES

Community Recreation Middle School Volleyball Coach
Youth Hockey Scorekeeper
Church Youth Group Core Leader
Vacation Bible School Group Leader