

# Hi, I'm Julia Seidl.

A Senior Fashion Communications  
& Content Strategist

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📍 Paris, France



## What do I do?

I help luxury brands & top-tier media outlets connect with their discerning audiences.

Drawing from over 10 years of international experience in editorial & e-commerce, I provide strategic guidance on all facets of creative communications & content.

With a strong grasp of market trends, consumer preferences & cultural nuances, I craft engaging narratives across print, digital, social media & video platforms.

## Education

### Master of Science in Luxury Business & Fashion

Sup de Luxe/EDC Paris Business School (Chaire Cartier)

📅 2022 - 2023 📍 Paris, France

### Bachelor of Administrative & Commercial Studies

University of Western Ontario

📅 2000 - 2004 📍 London, Canada

## Experience

### Communication Consultant: Content & Strategy Freelance

📅 03/2013 - Present 📍 International

- **MEDIA:** Leverage editorial expertise to shape the fashion & beauty content (print and digital) for international fashion publications
- **E-COMMERCE:** Devise & execute targeted content strategies for diverse luxury e-commerce platforms across Europe & Canada, leading to increased conversation rates & site traffic
- To view samples of my work, please [click here](#)

## I specialize in:

- Content Creation
- Content Strategy
- Content Management
- 360° Campaigns
- Campaign Management
- Branding
- Editorial (concept & execution)
- CRM
- E-Commerce
- Social Media Campaigns
- Copywriting
- Project Management

## Tech Skills

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Google Analytics
- Microsoft Office
- Mac/iOS
- HTML
- WordPress
- CSS
- CMS
- Windows

## Select Clients



# Julia Seidl continued

## Founder of a Sustainable Concept Store Humanity Hanoi

📅 11/2020 - 06/2023 📍 Hanoi, Vietnam

- Conceptualized and launched an upmarket sustainable/ethical fashion, beauty and lifestyle boutique targeted to tourists and expatriates
- Designed & manufactured an eponymous line of products with high sell-throughs (90% to 95%)
- Devised holistic marketing campaigns (local influencer partnerships, pop-ups, collaborations, exclusive products, digital ad campaigns)
- Successfully brokered the sale of the business in 2023, solidifying its enduring status as one of the city's cherished boutiques

## Digital Content Manager MyTheresa.com

📅 02/2018 - 08/2018 📍 Munich, Germany

- Created, project managed and executed 360° campaigns (photo & video shoots, social media & influencer activations)
- Drove content strategies to publicize exclusive partnerships with select suppliers including Miu Miu, Tod's, Loewe and more
- Transformed sales team's priorities into result-oriented content strategies across consumer communications channels (homepage, emails, app, SMS and CRM) resulting in a boost in orders, order value & customer engagement

## Editor At Large Sur La Terre Arabia

📅 10/2014 - 01/2017 📍 Doha, Qatar

- Directed the end-to-end redesign and relaunch of a premier luxury fashion magazine in the Gulf region
- Secured exclusive interviews with designers, CEOs, celebrities and regional influencers, resulting in engaging multi-page features
- Developed editorial calendar, created content, managed contributors while conceptualizing and executing fashion/beauty shoots

## Fashion & Beauty Editor Hello! Canada

📅 07/2011 - 08/2014 📍 Toronto, Canada

- Led the vision of all luxury fashion and beauty content at Canada's best-selling magazine including planning of editorial calendar, assignment of stories and coordination of photo shoot production
- Restructured section, leading to increased advertising revenue & a 50% reduction of editorial expenses
- Managed a team of writers (internal & freelance) to meet a tight weekly production schedule
- Fostered relationships with key PR teams to secure exclusive interviews with A-list celebrities and designers
- Collaborated with digital & marketing teams to develop & implement 360° promotional campaigns, resulting in an increase in newsstand sales

## Wardrobe Stylist Cosmopolitan & Hello! Canada

📅 10/2009 - 04/2013 📍 Toronto, Canada

## Assistant Buyer Garbo Group

📅 11/2007 - 01/2009 📍 Toronto, Canada

## Merchandise Coordinator Jones Apparel Group (JNY)

📅 04/2005 - 08/2006 📍 Toronto, Canada

## Languages

English Native

French Intermediate

German Beginner

## Certificates

### Fashion & Sustainability

Kering/London College of Fashion (2024)

### Inside LVMH

LVMH, Paris (2023)

### Fashion Styling

Polimoda, Florence (2023)

### Web Development: HTML & CSS

Ryerson University, Toronto (2011)

### Retail Buying I & II

George Brown College, Toronto (2007)

## Interests

### Running

I consider it a free form of therapy

### Reading

I'm often engrossed in three books at a time

### Traveling

I have lived & worked in six countries