

Hi, I'm Julia Seidl.

A Senior Content Strategist & Copywriter

Luxury | Fashion | Beauty

🌐 juliaseidl.ca

📞 +33 75 899 1703

✉️ juliamseidl@gmail.com 📍 Paris, France

What do I do?

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

Drawing from over 10 years of international experience, I leverage my copywriting skills & creative content expertise to empower organizations to tell impactful stories & cultivate thriving, engaged communities.

My editorial and journalism experience, coupled with my e-commerce background, equips me with a strong foundation in both qualitative and quantitative research. This enables me to develop data-driven and knowledge-backed strategies that resonate across various platforms, including print, digital, social media and video. I search out projects that bridge commerce & social impact, with a focus on initiatives & products that create positive change.

Education

Master of Science in Luxury Business & Fashion

Institut Supérieur de Marketing du Luxe (Sup de Luxe)

Thesis: How AI Can Enhance the Luxury Consumer's Experience

📅 2022 - 2023 📍 Paris, France

Bachelor of Administrative & Commercial Studies

University of Western Ontario

📅 2000 - 2004 📍 London, Canada

Experience

Communication Consultant: Content, Copy & Strategy Freelance

📅 03/2013 - Present 📍 International

• **E-Commerce** Develop data-driven copy and content strategies for various consumer touchpoints (email, social media, CRM, performance marketing, landing pages, microsites) that significantly boost conversion rates, site traffic and brand advocacy for e-commerce platforms across Europe & Canada. To view samples of my work, please [click here](#).

• **Media:** Provide editorial expertise to create high-quality fashion & beauty content for esteemed publications (Elle Canada, Harper's Bazaar Arabia, Grazia Middle East, Hello! Canada & more).

I create content

that audiences

embrace.

I specialize in:

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

Tech Skills

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

Select Clients



Julia Seidl continued

Founder of an Ethical Concept Store Humanity Hanoi

📅 11/2020 - 06/2023 📍 Hanoi, Vietnam

- **Marketing & Positioning:** Spearheaded the launch & successful positioning of Humanity Hanoi, a pioneering boutique championing sustainable & ethical brands. Developed a brand identity based on product narratives to cultivate customer base.
- **Brand Partnerships & Influencer Marketing:** Collaborated with local female-led social enterprises and inspiring entrepreneurs to expand their reach and brand awareness through strategic communication channels.
- **Product Development:** Designed, launched and managed an eponymous line fashion, jewelry and home decor items; Harnessed the brand's ethical and sustainable values to develop unique and locally produced pieces that resonated with discerning customers.
- **Business Development & Exit Strategy:** 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

- **Omnichannel Campaign Management:** Led the creation, execution and project management of 360° marketing campaigns (photo, video, social media & influencer) to promote exclusive partnerships, seasonal campaigns & drive sales.
- **Data-driven Content Strategy:** Analyzed consumer and sales data to develop targeted content strategies across digital touchpoints (homepage, emails, app, SMS, CRM) & conducted A/B testing, resulting in increased customer engagement; Wrote the master English copy for all campaigns.

Editor At Large Sur La Terre Arabia

📅 10/2014 - 01/2017 📍 Doha, Qatar

- **Brand Repositioning:** Piloted the strategic relaunch of the Middle East's premier luxury lifestyle magazine; Analyzed sales data and consumer research to successfully target HNWIs/UHNWIs while securing coveted distribution channels.
- **Editorial Leadership:** Led editorial operations of assigned sections including overseeing content development & editorial calendar planning while managing a team of writers, freelance illustrators, photographers and stylists; Forged close relationships with local PR contacts to secure exclusive news & interviews.

Fashion & Beauty Editor Hello! Canada

📅 07/2011 - 08/2014 📍 Toronto, Canada

- **Editorial Leadership & Content Strategy:** Directed the editorial vision for all luxury fashion and beauty content at Canada's best-selling magazine; Drove a successful content strategy that aligned with the publication's overall marketing goals; Restructured the section, resulting in a 50% reduction in editorial expenses.
- **Team Management & Leadership:** Managed team of writers to ensure tight deadline adherence & content excellence; Planned editorial calendar to streamline content production while coordinating with photographers and stylists.
- **Strategic Partnerships & Marketing:** Cultivated strong relationships with key PR teams to secure exclusive interviews, elevating the magazine's prestige and attracting a wider readership; Collaborated closely with digital and marketing teams to develop integrated promotional campaigns that drove increased newsstand sales and expanded the magazine's reach.

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