




Hi, I'm Julia Seidl.

A Senior Content & Creative Strategist

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 Paris, France

What do I do?

I help fashion/beauty/lifestyle brands & top-tier media outlets connect with their discerning audiences.

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

With a keen understanding of audience behaviour, I craft data-driven content strategies that resonate across print, digital, social media & video platforms. My background bridges commerce & social impact, with a focus on initiatives & products that create positive change.

I create content
that audiences

embrace.

I specialize in:

- Content Creation
- Content Strategy
- Content Management
- 360° Campaigns
- Campaign Management
- 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

Education

Master of Science in Luxury Business & Fashion



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

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 & Strategy Freelance

 03/2013 - Present  International



- **MEDIA:** Leverage editorial expertise to curate fashion & beauty content (print & digital) for esteemed publications. My work champions diverse voices & social issues within the industry, with content that celebrates purpose-driven movements and conscious consumerism.
- **E-COMMERCE:** Fuel content strategies with data-powered audience understanding for e-commerce platforms across Europe & Canada. These strategies result in significant improvements in KPIs, including increased conversion rates, site traffic and brand advocacy.
- To view samples of my work, please **click here**

Select Clients





Julia Seidl continued

Founder of an Ethical Concept Store Humanity Hanoi

 11/2020 - 06/2023  Hanoi, Vietnam



- Spearheaded the launch of Humanity Hanoi, a pioneering upmarket boutique championing local sustainable and ethical fashion, beauty and lifestyle brands. Prioritized brands led by inspiring women entrepreneurs from across Vietnam & Southeast Asia.
- Curated a meticulously sourced collection of local brands embracing social & environmental responsibility. Featured brands that upcycle materials, pay fair wages & utilize eco-friendly manufacturing techniques & ingredients.
- Collaborated with brands on exclusive capsule collections, expanding their reach to new diverse audiences and enabling their businesses to scale.
- Cultivated a positive social impact within Vietnam by employing a local team at fair wages and directing retail profits to local charities.
- 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



- Optimized consumer and sales data to create, project manage and execute 360° campaigns (photo & video, social media & influencer).
- 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 sales, ATV & 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.
- Leveraged data and research to target an audience of HNWIs/UHNWIs, resulting in a revitalized bi-monthly magazine that secured coveted distribution in Qatar Airways First Class & Premium Lounge and a loyal, affluent readership.

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