

Julianne Andersen

Senior Copywriter | Content Manager | Project Manager

Intent + Inspiration = Impact

Summary

Committed to excellence in leveraging words and imagery to accomplish great things. Established skills and experience in copywriting, copy editing, content managing, production logistics, technical documentation, and project management. Utilizing resourcefulness, research, diligence, and creativity to achieve business goals. Earned expertise in the art and craft of storytelling. Consistently and reliably producing cross-channel media, marketing, business and technical copy and content for a broad scope of clients and communities — utilizing both big-picture vision and a meticulous eye for detail.

Skills and Strengths

- Storytelling
- Brand voice and style
- Process and training documentation
- Creative concepting and collaboration
- Meeting client objectives
- Web and mobile app content
- Production logistics
- Digital marketing
- Case studies and testimonials
- Blogs, eBooks, and White Papers
- Proofreading and copy editing
- Image and photo direction

Professional Experience

2021 – Current Senior Copywriter Designit / Wipro

Copywriting across the full spectrum of marketing and business content — from compact social posts to long-form eBooks — for big tech clients. Supporting agency internal initiatives including new business opportunities and process documentation. Deep knowledge of, and adherence to, client brand voice and tone, style guides and messaging frameworks.

- eBook development, structuring, copywriting, and editing.
- Industry and topic specific blogs and social content.
- Web copy to include biographies, news, help, and infographics.
- Collaboration with client, strategy, project management, and design teams.
- Writing instructional content to include digital tool how-to and help material.

2020 – 2021 Lead Copywriter & Copy Editor Kontent Partners

Producing and managing all company reference, marketing and client-resource materials and documents. Collaborating with leadership towards best messaging, brand voice & tone and downstream content production management for company and clients.

- Strategic and tactical document development for best-practice production implementation to include white papers, policy and procedures materials, and site maps.
- Company suite of client-facing resource and reference materials to include 1-sheets, FAQs, and multiple case studies.
- Communications and creative collateral copy editing and proofreading.
- Script writing, script revisions, editing and document prep.
- Weekly newsletters and website messaging strategies and copy.

2020 – 2021

Technical Writer

MileZero Logistics

Writing and maintaining training materials for supply-chain transportation technology – internal and client-facing. Building base documentation for efficient conversion to multiple formats – documents, presentations, reference portals for rapid roll-out publishing.

- Development training documents for numerous software and app products.
- Creating help and how-to training support reference materials.
- Capturing and customizing screenshots.
- Establishing and codifying company style guides and standards.
- Collaborating with leadership and software developers.

2016 – 2020

Editorial Director

In-House/ZP Challenge

2013 – 2016

Lead Copywriter

Kontent Partners/ZP Challenge

Developed, managed and wrote editorial and testimonial content for multiple channels in multiple formats. Produced over 2,000 unique stories, tips, profiles and how-to's per year for B2B wellness programs. Owned creative strategy, production logistics and marketing tactics for rapidly expanding company. Created, conveyed and reinforced brand voice and tone.

- Crafted compelling, real-life profiles for brand journalism-based marketing. Interviewed multiple subjects, captured data and wrote to established standards.
- Scaled biannual 20-page booklet production from two to eight and weekly app content production from 90 posts to 120 posts on a six-month timeline.
- Created and utilized templates and conventions for maintaining consistency and accuracy.
- Managed a five-person editorial team; recruit, onboard and train talent, create and maintain deadlines and workbacks, provided direction and support.
- Collaborated with and supported creative partners, sponsors, client teams, program participants and subject matter experts.
- Project managed team deliverables including the creation and maintenance of data and tracking documentation. Created and maintained document templates and produced internal business communications.
- Coordinated logistics and support materials for multiple creative teams' purposes including video, photo and event production.

2012 – 2013

Technical Writer

Amazon.com Logistics

- Wrote training and support documentation, including task-oriented procedurals, for supply chain technology and facility operations.
- Routinely fact-checked and did frequent editing reviews per updates and process improvements.
- Wrote, proofread and edited high-level business reports.
- Produced and published weekly metrics reports for senior directors.
- Managed document libraries and provided administrative support.

Portfolio

julianneandersen.wixsite.com/writer

Education

University of Washington; B.A. Art History, Journalism minor.

References available upon request