

JULIE TORTORICI

CONTACT



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[LinkedIn](#)

SKILLS

- Microsoft Teams
- Canva
- Final Draft
- Google Drive
- Buffer Social Media Management
- MailChimp
- Creative storytelling
- Email marketing
- Social media copywriting
- Collaborative teamwork
- Brand voice development
- Content strategy
- Customer & Client Engagement/Service

EDUCATION

Rutgers University BA: Political Science & Dance

UCLA Professional Screenwriting Certificate

VOLUNTEER

Co-Vice President, Friends of the Sea Cliff Library

Member of the Executive Board of NS SEPTA

Former Co-Events Chair, Sea Cliff PCA

Event Volunteer, Love Your Neighbor Project

PROFESSIONAL SUMMARY

Creative storyteller and skilled copywriter with a strong background in crafting engaging narratives for diverse audiences. Expertise in brand voice development, content strategy, and collaborative teamwork, driving impactful marketing campaigns. Eager to leverage these skills in a new role to enhance brand messaging and audience engagement.

EXPERIENCE

Freelance & Contract Work

Copywriter September 2013-Present:

- Deliver comprehensive copywriting and editing services for clients including Murray's Cheese, OOLY, and Prestige Consumer Healthcare, enhancing brand evolution through long and short form content, website messaging, and product copy.
- Collaborate cross-functionally with designers and marketers to develop cohesive brand campaigns, successfully boosting brand visibility. Create high-quality copy for corporate newsletters and brochures, utilizing persuasive writing techniques.

Ideation & Branding Brainstormer January 2008 - 2024: Brand Now

- Participated in brainstorming and ideation workshops for NYC-based branding agency, contributing to the development of innovative brand identities, new products, and positioning ideas for consumer products.

Ghostwriter January 2022-Present: Kevin Anderson & Associates

- Collaborate with clients to bring their book ideas to fruition by conducting comprehensive interviews and detailed outlines.

Screenwriter April 2022-2024: Reel One Entertainment

- Created, from concept to greenlit screenplay, made-for-television and on-demand movies in the romantic comedy and Christmas romance genres, ensuring all storylines and scripts align with the Reel One brand.

Copywriter Feb 2021 – Jan 2022: WonderIN Group

- Provided comprehensive copywriting services for clients in healthcare, fitness, real estate, and fine foods, enhancing brand evolution through long and short form content, website messaging, and product copy. Created engaging B2C messaging, emails, and social media content for Facebook and YouTube, aligning with brand voice and strategic objectives.

Copywriter Oct 2015-March 2017: DMC Corporation

- Collaborated with the Director of E-commerce to build the brand's online presence, increasing sales and growing the mailing list. Crafted engaging product copy and co-developed the e-commerce brand guide. Wrote and scheduled social media posts for Facebook and Instagram, boosting brand visibility and interaction.

Additional Work History

Copywriter Aug 2011 – July 2013: Fab.com

- Managed a heavy workload in a fast-paced, start-up environment, writing e-commerce product copy as well as blog articles. Coordinated with buyers and designers to ensure accuracy.

Director of Op & Prod Sept 2004 – July 2011: On the Leesh Productions

- Produced and co-wrote content premiering on PBS affiliate WLIW21, as well as streaming channels. Directed and produced web-series and short films, and represented company productions at film festivals and on panels. Created and managed content for company blog articles, web pages, and promotional materials.