

JULIE THRELKELD

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THE PITCH | I'm a senior-level content specialist looking for NYC-area or remote engagements in writing, content strategy and/or social media, working with other talented professionals on interesting, meaningful projects. I've had my fingers in multiple editorial pies (writing, editing, ghostwriting, corporate storytelling, content strategy and social) topped with healthy dollops of other communication goodness (personal storytelling and journalism). Prior to that I designed interactive CD-ROMs — and, before that, books.

TALENTS | Content strategy, editorial planning and execution, writing and editing, researching and interviews, social media, user experience, helping people.

EXPERIENCE | **CONTENT STRATEGIST PITNEY BOWES**
MAY 2015 – PRESENT

Leading a major effort to activate brand voice work to create maximum impact on near-term product launches — and lay the groundwork for consistent, effective brand voice application in future products and services. Work includes overall editorial guidance, copywriting/copyediting, content and UX auditing, UI copy refinement, content guidelines/standards creation, and help system guidance.

COPYWRITER PEPSICO DESIGN & INNOVATION CENTER
MAY 2015 – PRESENT

Lead writer/editor for the Center's growing portfolio of award-winning design projects on the web and in print. Creating project descriptions for projects covering industrial design, experience space design, product and package design, visual identity systems, brand strategy, social media and more.

CONTENT LEAD IBM MARKETING EXPERIENCE LAB
APRIL 2014 – JANUARY 2015

Managed feature story curation, editing and promotion for an internal corporate storytelling website dedicated to presenting employees' stories of how they live their brand's values every day. Also involved in ongoing strategic development to ideate and promote new site features, improve user experience, enhance story visibility, increase user engagement.

CONTENT STRATEGIST + COPYWRITER SULLIVAN
JANUARY 2004 – APRIL 2014

Served as lead content strategist and editor/writer on multiple corporate website projects and offline editorial projects. Work has included: Content auditing; editorial strategy; guidelines, templates, calendars and processes; writing for B2B and B2C online/offline; SEO optimization; customer correspondence; direct mail materials; advertorials; brochures.

SOCIAL MEDIA STRATEGIST + WRITER SULLIVAN
MAY 2013 – NOVEMBER 2014

Worked to optimize and expand a branding agency's social media presence across all major social channels to promote visibility and credibility, increase client/prospect engagement and improve recruiting. Work included social media strategy, planning, writing and posting for Sullivan's social channels as well as bylining and ghostwriting feature articles for internal newsletter/blog and in industry media.

COPYWRITER SPRING O'BRIEN
FEBRUARY 2013 – AUGUST 2013

Wrote copy for a lead generation/lead development campaign for Strayer University. Also wrote promotional emails for American Express.

SOCIAL MEDIA STRATEGIST ENDURE: A RUN WOMAN SHOW

APRIL 2012 – SEPTEMBER 2012

Responsible for conceiving and executing a social media strategy to promote a theatrical show's fundraising campaign and subsequent summer tour of NYC and the UK. Wrote short- and long-form copy for web, media kit elements, IndieGoGo campaign, MailChimp emails and social. Increased followers; attracted reviewers; got butts in seats.

CONTENT STRATEGIST + COPYWRITER MODUS ASSOCIATES

JANUARY 2010 – JANUARY 2013

Worked on numerous editorial projects in a range of industries including B2B, Government and Education. Work included: content strategy, writing/editing and content planning for Yale University, Automatic Data Processing and the Architect of the Capitol.

CONTENT STRATEGIST + COPYWRITER EMC

MAY 2011 – AUGUST 2011

Helped devise a radically new user experience for Morgan Stanley's employee intranet. Interviewed users; audited content; worked with information architects and business analysts; wrote and edited sample copy to populate wireframes and design mockups.

CONTENT STRATEGIST + COPYWRITER SIEGEL+GALE

JANUARY 2002 – NOVEMBER 2010

Multiple engagements for a range of clients, including Nationwide Insurance, Dow Chemical, William M. Mercer and Graduate Management Admissions Council.

JOURNALIST RODALE

JULY 2010 – FEBRUARY 2011

Freelanced for *Running Times* and *Runner's World* magazines. Bylined numerous articles including profiles and interviews, training articles, industry trends, and finish line coverage of the 2010 New York City Marathon.

COPYWRITER WUNDERMAN

JUNE 2010 – AUGUST 2010

Wrote scads of content for both online and offline delivery for a Dell Computer campaign aimed at small business. Formats included YouTube and LinkedIn headlines, landing pages, a print magazine advertorial and long-form brochure copy.

CONTENT STRATEGIST IBM GLOBAL SERVICES

JULY 2003 – JULY 2010

Helped to manage IBM's global external web presence for marketing its business IT consulting services. Managed large-scale content migrations; planned and executed web editorial strategy; defined functional requirements for site upgrades; and facilitated day-to-day content maintenance via CMS. Served multiple internal clients and departments as well as collaborating with and managing the work of external creative agency partners.

CONTENT STRATEGIST + COPYWRITER BARNES&NOBLE.COM

MARCH 2003 – JULY 2003

Wrote UX copy for shopping cart experience; reorganized, edited and rewrote help area copy; rewrote customer support emails; miscellaneous marketing and promotional copy.

CO-FOUNDER DESIGNCODE

JULY 1995 – CURRENT

Founded a two-person consultancy providing a range of services in editorial, content strategy, information architecture and user experience.

DESIGNER GARLAND PUBLISHING

JULY 1988 – OCTOBER 1994

EDUCATION | **NEW YORK UNIVERSITY**, MPS
INTERACTIVE TELECOMMUNICATIONS
SCHOOL OF VISUAL ARTS, BFA
ILLUSTRATION
PEOPLES IMPROV THEATER
STORYTELLING, STANDUP
THE STORY STUDIO
STORYTELLING

PUBLICATIONS | I've bylined and ghostwritten for mainstream and industry media (*The New York Times*, *The Wall Street Journal*, *IndustryWeek*, *Runner's World*, *Running Times*, and internal blogs for my agency clients).

PERFORMANCE | I've performed as an invited storyteller in numerous shows, including: RISK!, Ask Me Stories, Talk Therapy Stories, Narratively After Dark, Local Stories, Speak Up!, How I Learned Series' Best in Show, Tell It: Brooklyn, The Happy Hour Story Hour All-Star Show. I also recently debuted a multimedia solo storytelling show, *Generator*, at The Tank Theater's 2015 Dark Festival.

RAVE REVIEWS | *"Julie has an unrivaled ability to find clarity in content chaos. She instinctively identifies connections across topics and concepts, and artfully communicates complex concepts, products, services and processes in the most understandable and compelling ways. Plus, she never gets rattled and is incredibly reliable."*

— Lauren Walsh, Group Director, Strategy at Sullivan

"The client and our team really appreciated her deep knowledge and how quickly she articulated the project's goals...I would love to work with her again."

— Adrienne Matt, Lead Content Strategist at Wunderman

"Julie is a first-rate, courageous thinker, writer and editor. I wouldn't hesitate to rely on her for any job requiring content strategy, content management or editorial planning."

— Michael Starks, Interactive Marketing Senior Manager at IBM Global Services

"As a copywriter for web content, she has a keen sense of interface design, which makes things so much easier for UX-focused projects...would highly recommend her for any messy, complicated, heavy-duty interactive media project in need of some order."

— Sabrina Fonseca, Senior User Experience Architect at EMC

"Humble, talented, creative, responsive, organized, and smart as hell. She's always been a pleasure to work with, knocking it out of the park on everything from content strategy to straight-ahead copywriting. Added bonus: she has a great sense of humor."

— Michael McWatters, Creative Director at Sullivan

WANT MORE? | Get even more information about me at juliethrelkeld.com. Connect with me on [LinkedIn](#). Or feel free to contact me with any questions you have about my references, qualifications, availability or rates.