

JULIA DONAHUE

JuliaDonahueCreative.com

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EXECUTIVE SUMMARY

Strategic and innovative senior creative leader with more than 20 years of experience developing impactful brand strategies, leading creative teams, and driving high-performance campaigns across digital, print, social, and broadcast media. Expertise in creating compelling brand voices, strategic storytelling, and delivering measurable results. Proven track record in managing complex projects, optimizing processes, and driving growth through omnichannel marketing strategies. Dedicated to building a positive and empowering team culture.

AREAS OF EXPERTISE

Brand Strategy | Content Marketing | Creative Leadership | SEO Optimization | Omnichannel Campaigns | Copywriting | Project Management | Team Collaboration | Stakeholder Engagement | Email Marketing | Social Media Strategy | Client Relationship Management | Talent Acquisition

EMPLOYMENT HISTORY

LET JULIA WRITE IT, LLC

Founder, Executive Creative Director, Lead Content Strategist, Writer 2016-Present

Develop custom content and omnichannel brand strategy across multiple industries, delivering projects that achieve with clients' business goals and drive consumer engagement.

- Strategize and develop content for high-profile brands, including Liquid IV, Walmart, Cravings by Chrissy Teigen, FoodKick by Fresh Direct, CEW, Condé Nast, DotDash Meredith Media, Will Leather Goods, Poosh, SURE Insurance, Neutrogena, Estee Lauder, Emirates, Gabe's & Old Time Pottery Stores
- Write and oversee ad campaigns, custom content, executive speeches, and social media content, resulting in a consistent increase in brand awareness and consumer loyalty
- Perform content audits and gap analyses to enhance brand messaging and drive customer engagement
- Strategic development of marketing and communications with start-to-finish creative direction and copywriting
- Create omnichannel marketing campaigns rooted in customer data to optimize customer engagement
- Collaborate with merchants, leadership, and relevant stakeholders to develop synergistic content plans for all marketing communications
- Creative development of television commercials and photo shoots
- Conduct talent acquisition for clients, connecting them top-tier designers, UX experts, webmasters, data analysts and marketers using relationships built over decades in the media industry
- Communicate with cross-departmental leads and senior stakeholders to ensure goals are met
- Foster an environment of learning and growth for each team member to ensure that they are empowered to reach their professional goals; facilitate a healthy work/life balance

Gabe's Stores & Old Time Pottery, Senior Creative Director, 2019-present

- Serve as the Senior Creative Director and manage a team of creatives (designers, photo directors, photographers, and copywriters) to strategize and oversee all marketing deliverables

at every touchpoint: In-store signage, email, SMS, app, in-store announcements, OOH advertising, television and radio advertising, website and social media)

- Drive creative for email marketing campaigns (25/month) reaching 2M+ subscribers, increasing open rates from 12% to over 35%
- Lead creative direction for outdoor advertising (billboards) with 1.3M+ annual impressions
- Develop direct mail campaigns generating between \$400,000- \$1,000,000, with a standard ROI of 2.8% ROI
- Strategized and led creative deliverables for the relaunch of the Unbelievable Rewards loyalty program (2 million members)
- Deliver grand opening and conversion campaigns for 10+ locations annually, including direct mail, radio, television, and social media

THE FOUNDRY AT TIME, INC.

Copy Director, 2014-2017

Collaborated with internal teams to create integrated campaigns for leading publications such as PEOPLE, Entertainment Weekly, and Sports Illustrated.

- Developed custom content and advertising for the Time Inc. portfolio, using SEO strategies to increase content reach and engagement
- Pitched creative response to client requests for proposals, developed custom content, and managed execution from start to finish
- Developed, wrote, and managed in-house advertising for Time Inc. Corporate and The Foundry
- Conducted interviews and oversaw photoshoots for high-profile talent as it was related to custom branded content
- Wrote executive speeches, promotional materials, and content for major brands and events, including the Time Inc. Upfronts

FAIRCHILD PUBLICATIONS

Copy Director, 2012-2014

- Served across the B2B and B2C publications and properties, including Women's Wear Daily (WWD), Fairchild Events, Style.com, and Footwear News
- Designed and implemented innovative brand strategies to enhance market presence and customer engagement
- Implemented departmental efficiencies to eradicate project bottlenecks and streamline workflow
- Collaborated with C-suite level executives for event speeches and communications
- Executed custom content for major clients including Disney
- Led cross-functional teams to achieve project goals and foster collaboration in high-pressure environments
- Crafted compelling content that aligned with brand messaging and resonated with target audiences
- Managed multiple projects simultaneously, ensuring timely delivery and adherence to quality standards

ALLURE MAGAZINE

Copy Director, 2010-2012

- Led content strategy and content development for partner brands including Neutrogena, Olay, Fekkai, and Revlon
- Coordinated with internal teams to respond to RFPs, develop an action-plan, and project manage deliverables
- Wrote all custom advertising content

- Collaborated with senior stakeholders to develop marketing and licensing materials for the Allure Best In Beauty Seal

NEW YORK MAGAZINE

Copy Director, 2007-2010

- Re-strategized and re-launched the weekly Restaurants & Bars special section
- Led development of and copy for the annual New York Lawyers section (100+ pages), Best In Jewelry annual section, and weekly Real Estate section
- Developed custom content for key advertisers
- Wrote all in-house advertising and brand campaigns
- Strategized, developed and wrote all event materials, from promotional to collateral, for all New York branded events, including Taste Of New York, New York Shops, and The New York Culinary Experience

LUCKY MAGAZINE

Copy Director, 2005-2007

- Wrote all “Lucky-ized Ad” custom content for clients including eBay, Walmart, Lycra, Turning Leaf Wines
- Strategized and developed all promotional materials and event collateral for the Lucky Shops experience
- Wrote all in-house advertising

ADDITIONAL RELEVANT EXPERIENCE

Shape Magazine, Senior Copy Manager, 2004-2005

New York Magazine, Copy Manager, 2002-2004

Book Of The Month Club, Copywriter, 2001-2002

Rolling Stone Magazine, Copywriter, 1998-2001

EDUCATION

Bachelor of Arts in English | The Catholic University of America, Washington, DC
