

Hi, I'm Julia Seidl

Senior Content Strategist, Editor & Copywriter

Luxury | Fashion | Beauty

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About Me

I help brands & top-tier media outlets connect with their discerning audiences. With +10 years of international experience in editorial & e-commerce, I create impactful content that resonates across all platforms - print, digital, social media & video. My background in journalism and retail means that I'm a data-driven storyteller who loves to use research (both qualitative & quantitative data) to guide creative strategies. To view samples of my work, please visit my online portfolio [here](#).

Experience

Editor, Writer & Copywriter *Freelance*

03/2013 - Present International

- **E-COMMERCE:** Develop data-driven & research-backed copy and content strategies for various consumer touchpoints (email, social media, CRM, performance marketing, landing pages, microsites) that significantly boost conversion rates, site traffic and brand advocacy for e-commerce platforms across Europe & Canada. Clients include MyTheresa, FarFetch, Escada, Shoppers Drug Mart. To view samples of my work, please click [here](#).
- **MEDIA:** Provide editorial expertise to create high-quality fashion & beauty content for esteemed publications; Champion diverse voices & social issues within the industry with content that celebrates purpose-driven movements & conscious consumerism. Clients include Elle Canada, Harper's Bazaar Arabia, Grazia Middle East, Hello! Canada, Toronto Star, FASHION

Social Impact Entrepreneur & Founder of an Ethical Concept Store *Humanity Hanoi*

11/2020 - 06/2023 Hanoi, Vietnam

- **MARKETING & POSITIONING:** Spearheaded the launch & successful positioning of Humanity Hanoi, a pioneering boutique championing sustainable and ethical fashion. Developed a brand identity based on storytelling to cultivate a loyal customer base.
- **BRAND PARTNERSHIPS & INFLUENCER MARKETING:** Collaborated with local female-led social enterprises and inspiring entrepreneurs to expand their reach and brand awareness through strategic communication channels.
- **PRODUCT DEVELOPMENT:** Designed, launched and managed an eponymous line of fashion, jewelry and home decor items; Harnessed the brand's ethical and sustainable values to develop locally produced pieces that resonated with discerning customers.
- **BUSINESS DEVELOPMENT & EXIT STRATEGY:** 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

- **OMNICHANNEL CAMPAIGN MANAGEMENT:** Led the creation, execution and project management of 360° marketing campaigns (photo, video, social media & influencer) to promote exclusive partnerships, seasonal campaigns and drive sales growth.
- **DATA-DRIVEN CONTENT STRATEGY:** Analyzed consumer and sales data to develop targeted content strategies across digital touchpoints (homepage, emails, app, SMS, CRM) & conducted A/B testing, resulting in increased customer engagement.

Editor-At-Large *Sur La Terre Arabia*

10/2014 - 01/2017 Doha, Qatar

- **BRAND REPOSITIONING:** Piloted the strategic relaunch of the Middle East's premier luxury lifestyle magazine; Analyzed sales data and consumer research to successfully target HNWIs/UHNWIs while securing coveted distribution channels.
- **EDITORIAL LEADERSHIP:** Led editorial operations including overseeing content development & editorial calendar planning while managing a team of writers, freelance illustrators, photographers and stylists; Forged close relationships with local PR contacts.

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Experience

Fashion & Beauty Editor *Hello! Canada*

07/2011 - 08/2014 Toronto, Canada

- **EDITORIAL LEADERSHIP & CONTENT STRATEGY:** Directed the editorial vision for all luxury fashion & beauty content at Canada's best-selling magazine; Created a new content strategy that aligned with the publication's overall marketing goals; Restructured section, resulting in a 50% reduction in expenses.
- **TEAM MANAGEMENT & LEADERSHIP:** Managed a talented team of writers to ensure tight deadline adherence & content excellence; Planned editorial calendar to streamline content production while coordinating with photographers and stylists for photoshoots.
- **STRATEGIC PARTNERSHIPS & MARKETING:** Cultivated strong relationships with key PR teams to secure exclusive interviews with A-list celebrities, elevating the magazine's prestige and attracting a wider readership; Collaborated closely with digital and marketing teams to develop integrated promotional campaigns that drove increased newsstand sales and expanded the magazine's reach.

Wardrobe Stylist *Cosmopolitan & Hello! Canada*

01/2009 - 04/2013 Toronto, Canada

Assistant Buyer *Garbo Group*

11/2007 - 01/2009 Toronto, Canada

Merchandise Coordinator *Jones Apparel Group (JNY)*

04/2005 - 08/2007 Toronto, Canada

Education

Master of Science in Luxury Business *Institut Supérieur de Marketing du Luxe (Sup de Luxe & EDC Business School)*

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

Key Skills

Content Strategy • Content Creation & Management • Editorial (concept & execution) • 360° Campaigns • Marketing Campaigns • Branding • Product Development • CRM • Storytelling • E-Commerce Communication • Social Media Campaigns • Copywriting • Project Management

Technical Skills

Adobe Illustrator • Adobe InDesign • Adobe Photoshop • CSS • HTML • Google Analytics • WordPress • CMS • Microsoft Office Pack • Social Media • Mac/iOS • Windows • Canva

Certificates

Fashion & Sustainability *Kering/London College of Fashion (2024)* • Inside LVMH *LVMH, Paris (2023)* • Retail Buying *George Brown College, Toronto (2007)*

Interests

Running Outdoors *I consider it a free form of therapy* • Reading *I'm often engrossed in 3 books at a time* • Traveling *I have lived & worked in 6 countries*