

# JULIA NATALIE THIEL

## FREELANCE COPYWRITER & DIGITAL CREATIVE

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D-14469 Potsdam

### FREELANCE WORK – 2018/today

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#### SKILLS:

Copywriting: Branding, Social Media, Ads, Emails, Apps, Websites, UX | Concept Development | Transcreation | Content Planning | Community Management

#### CLIENTS:

AKQA | VIRTUE | VICE Media | mother London | elbkind GmbH | Rapp | Studio71 | Publicis Sapient | Kruger Media | fischerAppelt | Upperquad | Share Creative | eShot AG | Jung von Matt | M&C Saatchi | Mercedes Benz | Sennheiser | The North Face | adidas Originals | Maggi | Douglas | WMF | adidas | congstar | o2 | Volvo | Axor | Gore-Tex | camel active | Anyfin | On Running | Cybex | ZDF Digital | Vodafone | The Länd | Lidl | RTL | Fotografiska | Ressourcenmangel

### EMPLOYMENT

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#### Localisation Manager AGS | NIKE, Inc. Berlin – 2017

Copywriting and localisation for all digital channels of the Nike ecosystem: websites, social media, newsletters, apps, partnerships and retail

#### Digital Content Specialist AGS | NIKE, Inc. Berlin – 2016/2017

Copywriting and concepting for all digital channels of the Nike ecosystem  
Content creation, localisation and UX copy for social media, emails, and Nike+ apps  
Strategy for digital activations and adjustment to all other category areas  
Developing campaigns and concepts

#### Community Manager Nike Women AGS | AKQA GmbH Berlin – 2015/2016

Content creation, localisation and strategy for social media  
Localisation of Nike+ Training Club app prior to AGS launch  
Developing concepts for community engagement and growth

#### Project Management | Avantgarde Sales & Marketing Support GmbH, Dresden – 2014/2015

Planning & executing roadshow events for Volkswagen and BMW in Germany  
Content management for online platforms  
Editor for social media, blog and newsletters  
Development of online training concepts

#### Editor | Lektorat K., Dresden – 2014

Assistance to CEO and communication with stakeholders  
Customer acquisition

#### Online Editor | agaadoo UG, Dresden – 2013/2014

Copywriting and research  
Content management

### EDUCATION

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Technical University of Dresden – Master of Arts in German and English Linguistics,  
Thesis on: 'Criteria for technical and linguistic reviews of smartphone apps', 2013