

JULIA NATALIE THIEL

FREELANCE DIGITAL CONTENT SPECIALIST

I am a digital creative and content strategist with a decade of experience in brand and product communication – both on agency and client side. Over the past years, I have developed digital communication strategies and creative with a strong focus on campaign and product.

+49 172 2173721
www.junathiel.com
contact@junathiel.com
Tax ID DE316286283

Amundsenstr. 38
D-14469 Potsdam

FREELANCE WORK – 2018/today

Experience:

Developed digital communication strategies with a focus on campaign and product, encompassing copywriting for branding, social media, ads, emails, apps, websites, and UX.

Assisted brands in entering the DACH market and optimized communication across all touchpoints, leveraging skills in product positioning, brand strategy, and product marketing.

Created compelling digital content and copy for various channels, contributing to successful campaigns and brand presence.

Skills:

Copywriting: Branding, Social Media, Ads, Emails, Apps, Websites, UX | Transcreation | Content Planning | Community Management | Product Positioning and Communication | Brand Strategy | Digital Creative | Product Marketing

Clients:

AKQA | Virtue | Vice Media | Mother London | Elbkind GmbH | Rapp | Studio71 | Publicis Sapien | Kruger Media | FischerAppelt | Upperquad | Share Creative | media.monks | Jung von Matt | M&C Saatchi | Pacific | Mercedes Benz | Sennheiser | The North Face | 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 | Google Chrome | YouTube | LabCampus | Groundies

EMPLOYMENT

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. Led digital content strategy and execution.

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

Conceptualized and executed digital content strategies. Created UX-focused copy for social media, emails, and Nike+ apps. Developed campaigns and concepts for digital activations.

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

Managed content strategy for social media. Localized the Nike+ Training Club app. Developed community engagement concepts.

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FREELANCE DIGITAL CONTENT SPECIALIST

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

Planned and executed roadshow events for Volkswagen and BMW in Germany.
Created and managed online content and training concepts.

Editor | Lektorat K., Dresden – 2014

Assisted CEO and handled stakeholder communications.
Acquired new customers.

Online Editor | agaadoo UG, Dresden – 2013/2014

Conducted copywriting and research.
Managed and distributed content.

EDUCATION

Master of Arts in German and English Linguistics, Technical University of Dresden,
2013

Thesis on 'Criteria for technical and linguistic reviews of smartphone apps.'