

JULIANNE SAWYER

FREELANCE WRITER +
CONTENT PRODUCER

CONTACT

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SOCIAL MEDIA

INSTAGRAM: @JULIANNECSAWYER

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LINKEDIN: /IN/JULIANNE-SAWYER

TESTIMONIALS

"Your blog caters to my every need, I love to read what you write.... Keep on doing what you're doing and thank you for inspiring me like you have."

- Reader, *The Wink*

"Beyond being an agile writer who can jump between ad copy, blog post articles, and educational resource copy, Julianne is also a social media whiz. She's helped us improve our strategy over the past 6 months by producing content that resonates and creating a social tone that is friendly, approachable, and trustworthy. She knows how to talk to your customers so that they will listen, understand, and fall in love with your brand."

- *Metromile*

EXPERIENCE

FREELANCE CONTENT WRITER + PRODUCER

VARIOUS CLIENTS | JAN 2018 - PRESENT

- Versatile and skilled writer with experience authoring short- and long-form B2B and B2C content pieces for clients, including Brightside Health and Ethos Life
- Conceptualize and author unique editorial and educational content pieces for clients including Metromile, Topia, Thumbtack, Yummly, Hewlett-Packard, and more
- Strategize relevant and interesting topics for upcoming blog content on client editorial calendars
- SEO-focused content specialist

FREELANCE APP DESIGNER + PRODUCER

SLAY IT | APR 2019 - PRESENT

- Designed and produced fitness + nutrition tracking app, SLAY IT, which currently has over 13k unique downloads in Apple App Store
- Analyze key user feedback and behaviors across multiple channels (support email, social media, App Store reviews)
- Collaborate with app developer to regularly push new updates to the app

FREELANCE SOCIAL MEDIA STRATEGIST

METROMILE | JUL 2018 - OCT 2018

- Author unique and engaging content on Metromile's social channels
- Develop and maintain editorial and production calendar, and social media strategy
- Increased engagement an average of 25% MoM

ASSOCIATE PRODUCER + INFLUENCER MARKETING STRATEGIST

COLLECTIVELY, INC. | MAR 2016 - JUNE 2018

- Create and manage marketing campaigns where brands advertise with popular social media influencers. Client roster includes Malibu Rum, Kahlúa, Seagram's Gin, Living Proof, Samsung, Google, and more
- Strategize and author campaign briefs and manage production schedule while serving as the client's logistical support contact and main point of contact for influencers

SKILLS

Web content development
Copywriting
Proofreading / editing
SEO and Google Analytics
Social media strategy

Adobe Creative Suite
Project management
App production + design
Content calendar management
Social Studio + Wordpress

EDUCATION

BACHELOR OF ARTS, STATISTICAL PSYCHOLOGY

UNIVERSITY OF SOUTHERN MAINE | 2009 - 2013

GPA: 3.6, CUM LAUDE