

HI! I'M

# Julianne Sawyer

**FREELANCE WRITER +  
CONTENT STRATEGIST**



## CONTACT

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## PORTFOLIO

JULIANNESAWYER.COM

## SOCIAL MEDIA

INSTAGRAM: @JULIANNECSAWYER

LINKEDIN: /IN/JULIANNE-SAWYER

## TESTIMONIALS

"Julianne's ability to context switch quickly, with limited information, all while producing high quality copy, content and guidance make her the perfect fit for fast-moving, nimble teams. She is a master at her craft, laser focused on the audience, and always producing content that is not only easy to understand, but just makes complete sense."

– DVx Ventures

"Beyond being an agile writer who can jump between ad copy, blog post articles, and educational resource copy, 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."

– Metromile

## EXPERIENCE

### FREELANCE CONTENT WRITER + STRATEGIST

VARIOUS CLIENTS | JAN 2018 – PRESENT

- Versatile and skilled writer with 8+ years experience authoring short- and long-form SaaS B2B and B2C content pieces for freelance clients
- Conceptualize and author blog, web, email, and social content for clients including Hims & Hers, Brightside Health, Metromile, Thumbtack, Leanplum, Arena Solutions and more
- Strategize relevant and interesting topics for upcoming blog and social 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 30k 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

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

### ASSOCIATE PRODUCER + INFLUENCER MARKETING EXPERT

COLLECTIVELY, INC. | MAR 2016 – JUNE 2018

- Created and managed marketing campaigns where brands advertised with popular social media influencers. Client roster included Malibu Rum, Kahlúa, Seagram's Gin, Living Proof, Samsung, Google, and more
- Strategized and authored campaign briefs and managed 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 + Google Analytics  
Content strategy

B2B + B2C writing  
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