JULIANNA VILCAN | **COPYWRITER**

juliannavilcan@gmail.com ● (365) 358 - 2405 ● www.juliannavilcan.com

SUMMARY

Mid-Level Copywriter with 5+ years of experience crafting compelling, results-driven content for integrated advertising campaigns across digital, social, print, and broadcast platforms. Proven ability to develop creative concepts, write persuasive copy, and adapt brand messaging to different audiences. Skilled in SEO, content strategy, and collaborating with cross-functional teams to deliver high-impact campaigns. Experienced in CRM and multi-channel advertising. Passionate about storytelling and driving engagement for top-tier brands through innovative and strategic content solutions.

KEY ACHIEVEMENTS

➔ **Campaign Performance Improvement**
Achieved 7% increase in email CTR and open rates.

➔ **Successful Client Pitch**
Led and sold 1 proactive idea to high-profile client.

➔ **Award-Winning Work**
Honored by D&AD, Clio, Andy's, USA National Addy's and Young Ones.

EXPERIENCE

Copywriter — **03/2026 - Present**
Publicis Canada — Toronto, ON

- Samsung, Pfizer, Heineken, Nivea and Dairy Queen.
- Crafted +200 print ads, OOH, paid and organic social media posts and brand activations.
- Delivered 16 proactive idea presentations.
- Attended and participated in the Publicis North America - Executive Quarterly Creative Summit.

Associate Copywriter — **05/2024 - 11/2025**
FCB Chicago — Chicago, IL

- Harley-Davidson and PACCAR (CRM accounts).
- Crafted 300+ emails, paid media and SEO posts, with increased CTR and open rates.
- Delivered an average of 5 proactive idea presentations per month.
- 1 successful proactive idea sold to client.

Copywriting Intern — **12/2023 - 05/2024**
Bombay Agency — Miami, FL

- Heineken, Jus-Rol and Forge Foundation.
- Increased paid media performance (US general market).
- Pitched, wrote and filmed an integrated campaign (LATAM market).
- 2 new business pitches.

Associate Copywriter — **03/2020 - 07/2022**
AgioGlobal — Madrid, Spain

- Crafted 10+ email campaigns, with an 18% increased opening rate and a 23% increased interaction rate.
- Strategically developed client's new brand identity and voice.
- Led and wrote client's entire website content.
- Created 2 integrated campaigns with email marketing, merchandising, internal and external communications.
- Organized and helped produce 5 client events with a 37% increased turnout.

Account Executive — **09/2019 - 02/2020**
VML Young & Rubicam — Madrid, Spain

- Telefonica (global account).
- Conducted benchmark research in 5 markets.
- Delivered 10+ presentations to client.
- Proactively conducted and pitched 1 market research presentation.

Interpreter **02/2019 - 02/2020**
Freelance Madrid, Spain

- Nespresso, KPMG, The European Commission, The European Parliament, etc.
- Simultaneous and consecutive interpretation in English, Spanish and Romanian.

EDUCATION

Master of Science, Global Strategic Communications **08/2022 - 04/2024**
Florida International University Miami, FL

- Fulbright Scholarship.

Portfolio School, Copywriting **08/2022 - 04/2024**
Miami Ad School Miami, FL

Master of Liberal Arts, Advertising Management **09/2019 - 10/2020**
Complutense University of Madrid Madrid, Spain

Bachelor of Arts, Translation and Interpretation **09/2015 - 07/2019**
Autonomous University of Madrid Madrid, Spain

- Interpreting in Spanish, English and German.

Bachelor of Arts, Translation and Interpretation (Study Abroad) **08/2017 - 07/2018**
University of Vienna Vienna, Austria

- Interpreting in German and French.
- United Nations apprenticeship.

Fulbright Leadership Program **06/2017 - 08/2017**
University of South Carolina Columbia, SC

LANGUAGES

1. **English** Native Proficiency
2. **Spanish** Native Proficiency
3. **Romanian** Native Proficiency
4. **French** Advanced Professional Proficiency
5. **German** Limited Professional Proficiency

AWARDS

Clio Health (bronze), D&AD (wood), D&AD (wood), Young Ones (bronze), Young Ones (shortlist), ADC (bronze), National Addy's (gold), Andy's (shortlist).

SKILLS

Microsoft Creative Suite, Adobe Creative Suite, Photoshop, Illustrator, InCopy, InDesign, Open AI, Chat GPT, Midjourney,Gemini, Copilot, Google Ads, Facebook Ads, Instagram, Figma, editing, proofreading, creative thinking, leadership, presentation skills, initiative, problem-solving, teamwork, time management, attention to detail.