

# JULIE BOGART

## EDUCATION

### **Emerson College**

MFA, Creative Writing, 2007

### **Carnegie Mellon University**

BA, Creative Writing and English, 2001

## SELECTED PUBLICATIONS

*Booth, a Journal*

*Center, a Journal of the Literary Arts*

*The Southeast Review*

*Boston's Weekly Dig*

## AGENCY EXPERIENCE

### **Associate Creative Director, KHJ Brand Activation**

*October 2016–Present; Boston, MA*

Serve as the associate creative director/lead writer for a variety of healthcare-related projects, including sales enablement materials, lead-gen campaigns, brochures, video scripts, and webpages. Research and write eBooks and white papers, assist with strategic messaging, and develop campaign concepts, product names, and company names. Noteworthy projects include a preeclampsia awareness campaign for Eurofins NTD; look and feel plus video scripts for the new Quest Advanced sub-brand for Quest Diagnostics; and program name, tagline, and microsite copy for Abbott Nutrition's Growth Ambassador program. Select clients include Quest Diagnostics, Instrumentation Laboratory, Eurofins NTD, St. Jude Children's Research Hospital, and Abbott Nutrition.

### **Senior Copywriter, Cramer**

*April 2012–October 2016; Norwood, MA*

Wrote content and developed concepts for a wide range of marketing materials for both B2B and B2C clients, including websites, video scripts, social media campaigns, brand guidelines, email newsletters, proposals, brochures, direct mail, and ads. Ensured that marketing and content strategies were successfully executed across multiple media channels. Assisted with planning and content strategy for healthcare clients, including EMD Serono and Fresenius Medical Care, as well as internal marketing initiatives. Coached speakers and wrote scripts for TED-style talks. Managed content editor and summer interns on select projects. Clients included Fidelity, Staples Advantage, Siemens, Watts, BJ's, Cynosure, Qlik, Elizabeth Arden Rx, New England Coffee, UPS, IBM, and Marriott.

### **Strategic Copywriter, Studio-e**

*February 2009–March 2012; Concord, MA*

Conceptualized and wrote copy for education- and nonprofit-related marketing projects, including admission viewbooks, fundraising campaign materials, postcards, ads, and websites. Developed and wrote marketing strategy, brand platforms, positioning statements, and key messages for clients such as Bentley University, Wagner College, Westover School, and St. Luke's School. Wrote and managed the studio's e-newsletter and updated its website and blog. Managed clients and their projects, from conception through production.

## ADDITIONAL EXPERIENCE

### **Print Media Communications Manager, Big Brothers Big Sisters of Massachusetts Bay; 2008**

Wrote and edited all marketing materials, such as letters, posters, and brochures. Researched and wrote organizational white papers. Oversaw relations with outside print and design vendors. Created style guide and communications plan for all departmental newsletters.

### **Freelance Editor, My College Guide; 2008–2010**

Edited all content for *My College Guide*, a yearly magazine for sophomores. Researched and wrote articles and briefs. Managed freelance writers and worked closely with the publisher to develop creative themes.

### **Bulletin Editor, National Association for College Admission Counseling; 2001–2005**

Oversaw production of monthly association newsletter. Wrote education-related articles for online newsletter for students, as well as press releases. Wrote and edited additional brochures and booklets as needed. Developed a style guide and assisted the association with its re-branding process.