

# JULIE BOGART

## AGENCY EXPERIENCE

### **Associate Creative Director/Copy, Ten Feet Tall (formerly KHJ Brand Activation)**

*October 2016–Present; Boston, MA*

Serve as the associate creative director/copywriter for a variety of healthcare, education, and real estate-related projects: campaigns, taglines, scripts, webpages, and sales enablement materials. Develop campaign concepts and product/company names, research and write eBooks and white papers, and assist with strategic messaging. Manage and mentor a senior copywriter. Noteworthy projects include a brand awareness [campaign](#), including TV, for WellSense Health Plan; product-launch materials for a new edtech [solution](#) from Lexia; a brand campaign and [website](#) for the *Ieva* Pelvic Health System; and a new name, brand, and voice for our own agency, [Ten Feet Tall](#). Other clients include Quest Diagnostics, Abbott Nutrition, Haemonetics, Marriott, UMass Dartmouth, and Werfen.

### **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 consumer clients: websites, scripts, social media campaigns, brand guidelines, email newsletters, proposals, brochures, direct mail, and print ads. 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, Qlik, Elizabeth Arden Rx, New England Coffee, UPS, Marriott, and IBM.

### **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, print 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 high-school 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.

## 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*