Julia Neuman

Freelance Senior Copywriter

Copywriter and content strategist with 15+ years of freelance and project-based experience across B2B, tech, industrial, VC/PE and consumer brands. Work spans brand and product copy, web and UX, editorial, thought leadership and end-to-end campaigns.



juliakneuman@gmail.com
+33 755265959
Paris, FR
US & German Citizenship
www.jneuman.co
www.linkedin.com/in/juliakneuman

WORK EXPERIENCE

Hilti Group

Senior Copywriter

Paris, FR / remote | 2023 - present

- Spearheaded the award-winning Drill Hustle campaign as Creative Manager and Copywriter, shaping the concept, messaging and cross-channel content that activated 35% of Hilti customers.
- Developed global campaign copy for three major product launches, with content localized across 50+ markets.
- Contributed to Customer Acquisition Flow, Hilti's self-service e-commerce campaign, which generated 1,000+ new buying customers in H1 2026.
- Develop end-to-end B2B copy and messaging across web, paid media, CRM, editorial and campaign channels, spanning products, software, services, safety, sustainability and productivity.
- Collaborate with global marketing, product, UX, design and business units to translate complex construction and industrial technology into clear, customer-facing campaigns and digital experiences.
- Use AI and advanced prompting to work more efficiently and apply GEO best practices to optimize content for generative search.

Gen II Fund Services

Copywriter & Content Strategist

Remote | 2022 - present

- Transform complex finance topics into content people want to read for Emergent, Gen II's emerging manager community.
- Turn evolving, specialist subject matter into actionable insights through article series and newsletters built around the questions fund managers actually face.
- Shape messaging for a specialist private markets audience, balancing credibility, clarity and personality.

Join Capital

Head of Content *(promoted from Content Strategist)*

Berlin, DE / remote | 2017 - 2025

- Directed content and messaging for an industrial enterprise VC, owning editorial strategy and thought leadership.
- Grew the newsletter tenfold, from roughly 2,000 to 20,000+ subscribers.
- Wrote pitch narratives, VC positioning and announcements supporting the close of Fund II ($119.27M, June 2024).
- Led content for six annual Portfolio Days, showcasing portfolio companies to 100+ attendees, including LPs and global executives.
- Created dealflow, PR and portfolio company messaging, and shaped the launch of the JOIN Ambassador Program.

EXPERTISE

Brand & campaign copy · Web & landing pages · UX writing & content design · Creative management · Messaging & positioning · Content strategy · Editorial & thought leadership · Creative direction · Content operations · AI-assisted workflows

TOOLS & AI

Figma · Jira/Confluence · ChatGPT · Claude · Microsoft Copilot · Asana · Conductor · Sprinklr · Trello · HubSpot · Contentful · WordPress · Google Analytics · Hotjar · GitHub

EDUCATION

University of California, Los Angeles

Bachelor of Arts in Anthropology (Honors)

Minor in Latin American Studies

2007 - 2011

LANGUAGES

- English (Native)
- French (B1)
- Spanish (B2)
- German (A2)

Julia Neuman
Freelance Senior Copywriter

juliakneuman@gmail.com
+33 755265959
Paris, FR
US & German Citizenship
www.jneuman.co
www.linkedin.com/in/juliakneuman

WORK EXPERIENCE (CONTINUED)

Tres Bien Agency
Copywriter
Remote | 2020 - 2023

- Wrote web copy, paid media copy and brand messaging for Air Up, voted Germany's strongest startup brand in 2021, including assets for its US launch.
- Collaborated with a cross-border team of creative managers, project managers and designers to deliver campaigns for Huel, Energetics and other consumer brands on tight timelines and last-minute turnarounds.

Gropyus
UX Writer
Remote | 2020 - 2023

- Wrote in-app UX copy for a smart home application, working in Figma alongside designers and product managers.
- Developed brand voice guidelines and website copy, including Careers and Process pages explaining innovative construction technologies.

Sifted, backed by the Financial Times
Germany Correspondent
Berlin, DE / remote | 2020

- Served as Germany's lead contributor for the startup media outlet during the unprecedented time of Covid, reporting on innovation, tech and VC.
- Covered sensitive, nuanced and never-before-discussed breaking news across tech, government, society and healthcare, synthesizing new information daily in a fast-paced journalistic environment.

ADDITIONAL EXPERIENCE

Radancy, Ghostwriter & Blog Content Writer | 2018 - 2022
Exolaunch, Copywriter | 2018 - 2020
Taxfix, Content Strategist & Copywriter | 2019
Fidor Bank, Copywriter | 2019
Otter Networks, Brand Strategist & Copywriter | 2018 - 2019
GetYourGuide, Copywriter | 2017 - 2018
Dataconomy Media, Head of Copy | 2017 - 2018
8fit, Head of Copy, Rebrand Team | 2017
Bunch.ai, UX Copywriter & Product Marketer | 2016 - 2017
Silicon Allee, Editor-in-Chief | 2015 - 2017
Moviepilot, Brand & UX Copywriter | 2016
FinLeap, Editor | 2015
Blinkist, Blog Contributor | 2015
Freelance (various outlets), Music & Tech Writer | 2011 - 2014