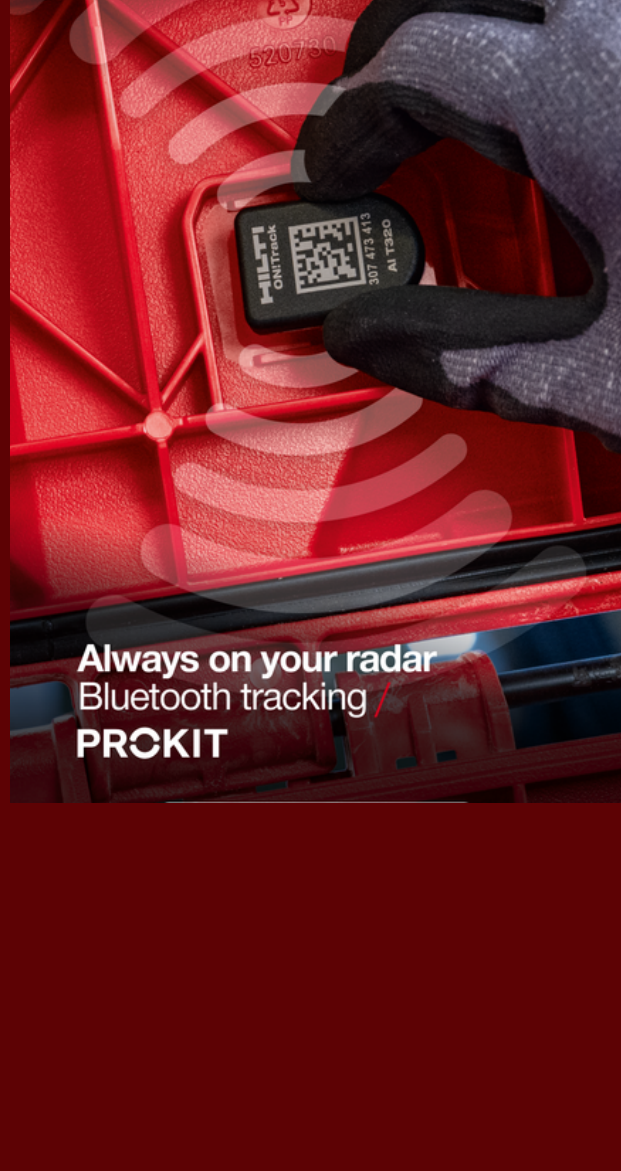


PORTFOLIO



For 15+ years, Julia has worked as an independent copywriter and content strategist, bringing razor-sharp narrative to brands across sectors.



She cut her teeth in **heavy metal journalism** before **covering Germany's tech scene** for Financial Times-backed news outlet *Sifted*, eventually expanding into work with **high-growth B2B startups** and enterprise brands.



Career highlights include leading **content strategy** for an **industrial tech VC firm** and building an **award-winning campaign** for a **global construction tech leader**.

Selected work ↓

HILTI GROUP | PROKIT MODULAR STORAGE

Global product launch identity



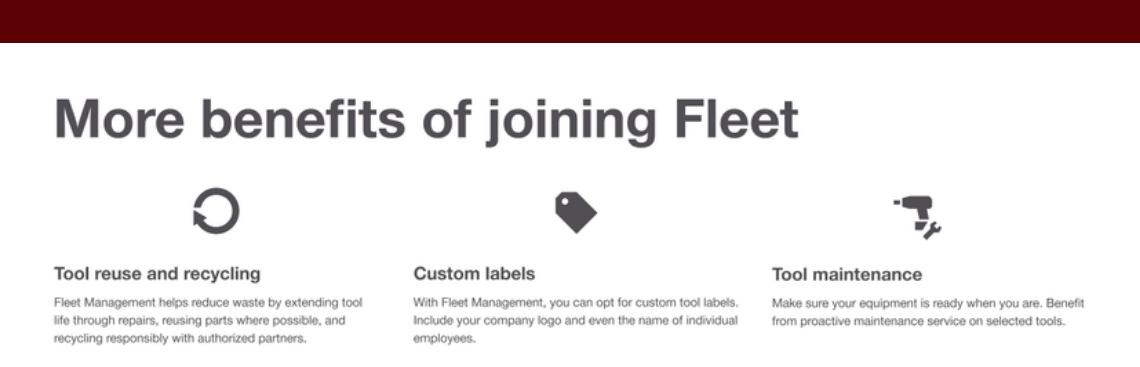
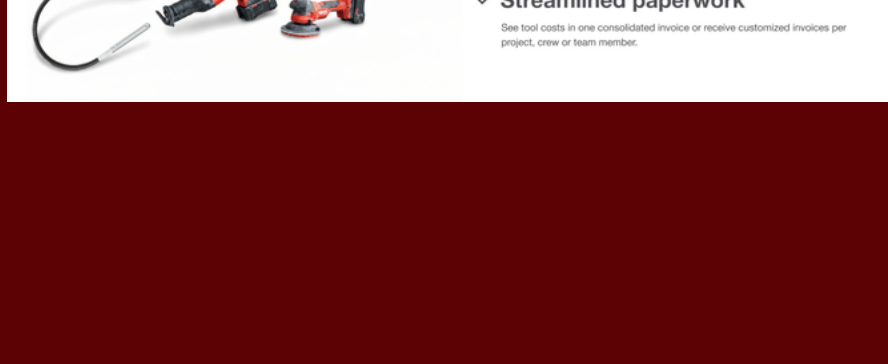
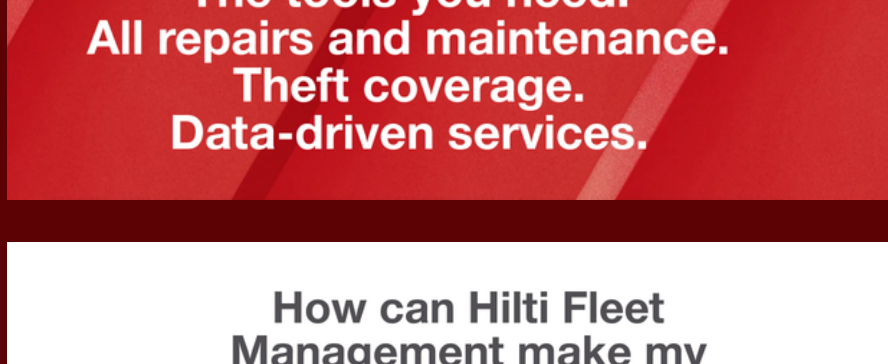
HILTI GROUP | NURON HEAVY-DUTY

Global product launch identity



HILTI GROUP | FLEET MANAGEMENT SERVICE

Webpage GEO/AI search optimization



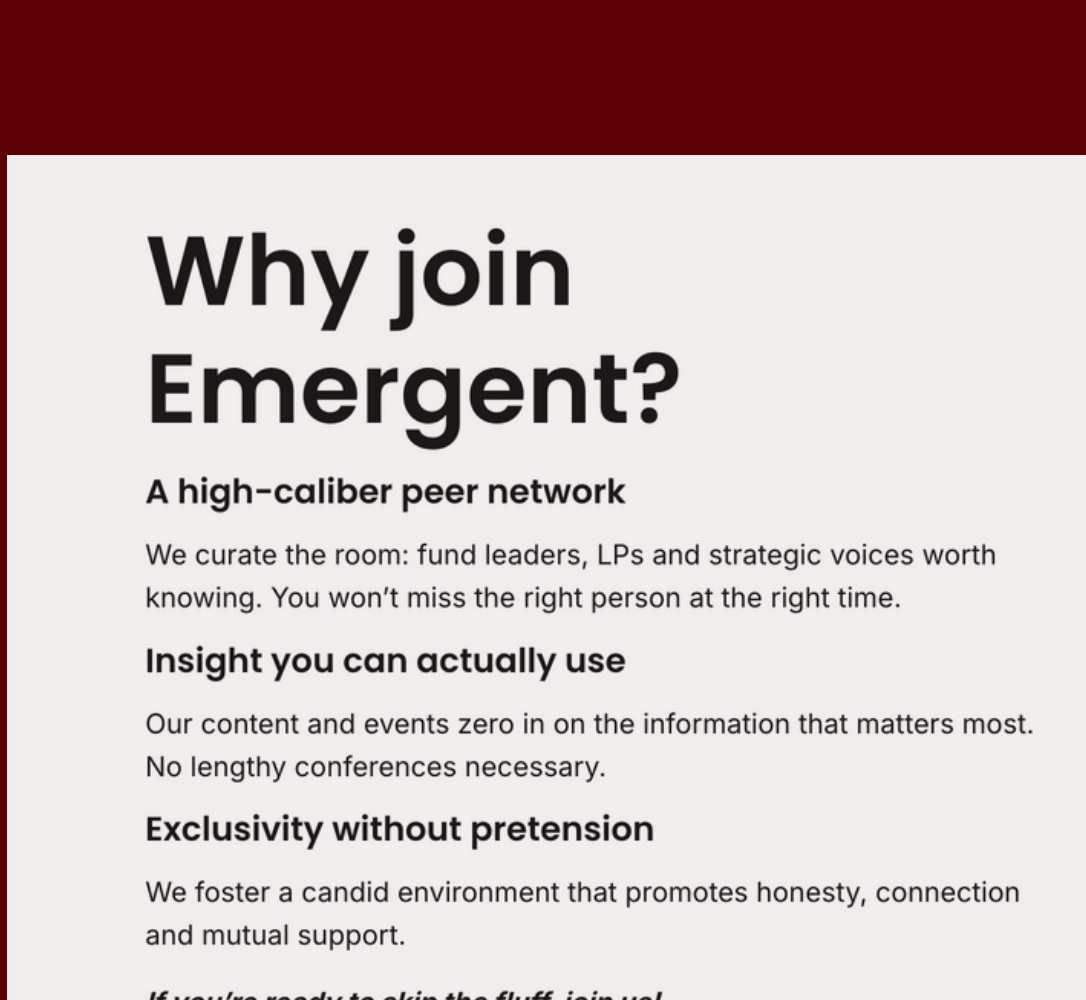
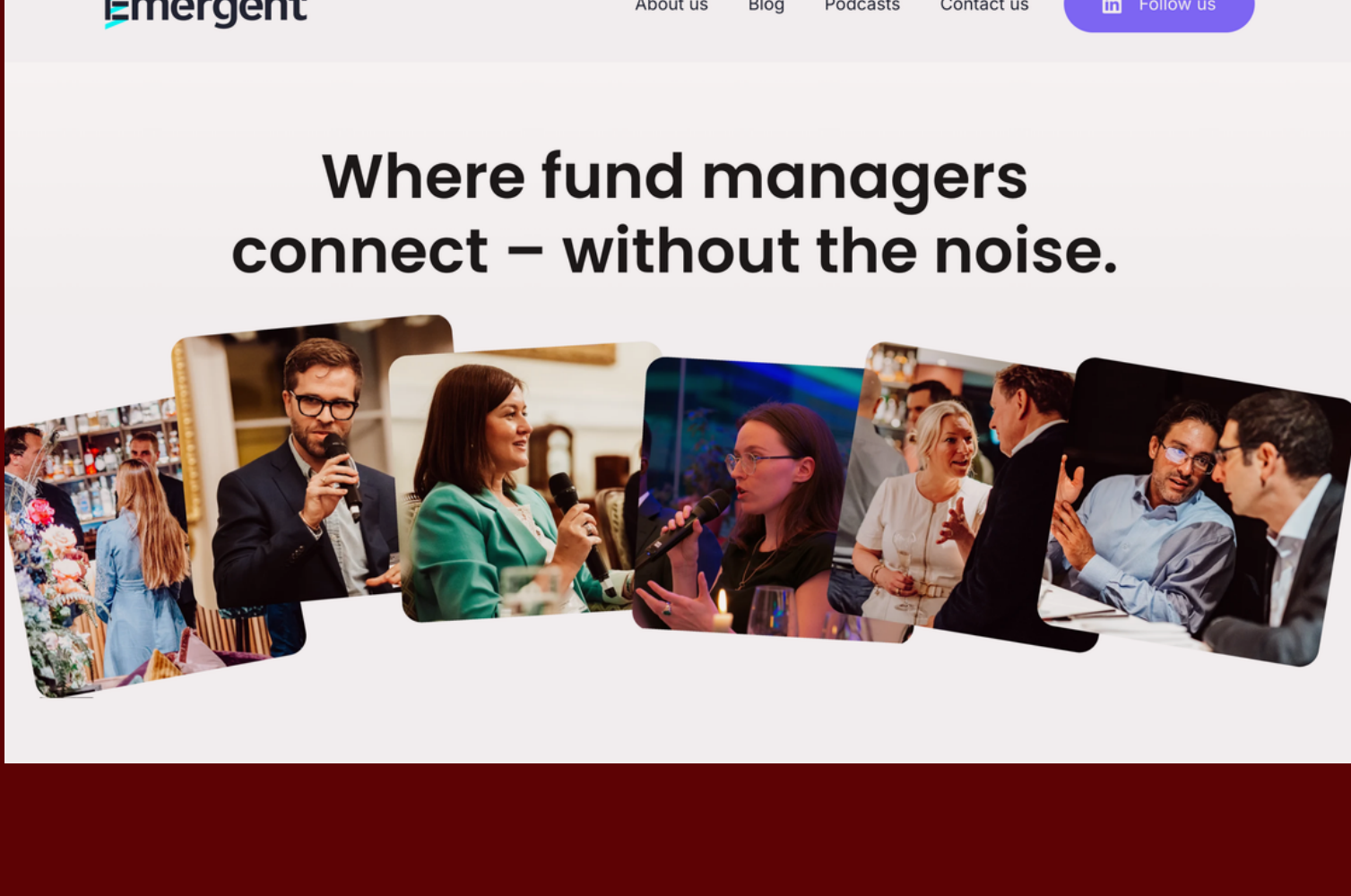
HILTI GROUP | READY-TO-WORK TOOL KITS

E-commerce paid media campaign



GEN II FUND SERVICES | EMERGENT

Website copywriting



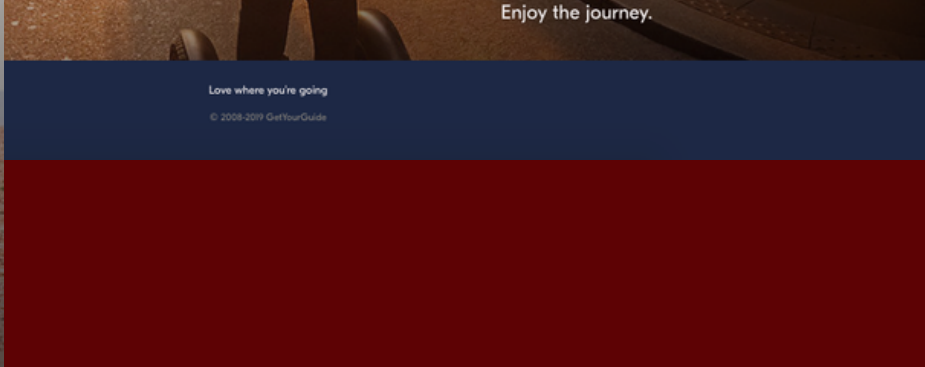
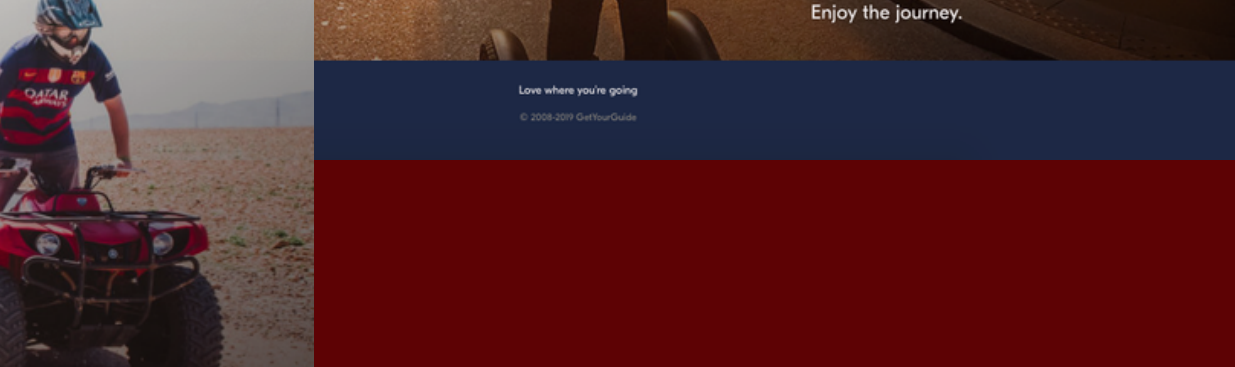
JOIN CAPITAL | VC FUNDRAISING

Website and pitch deck copywriting



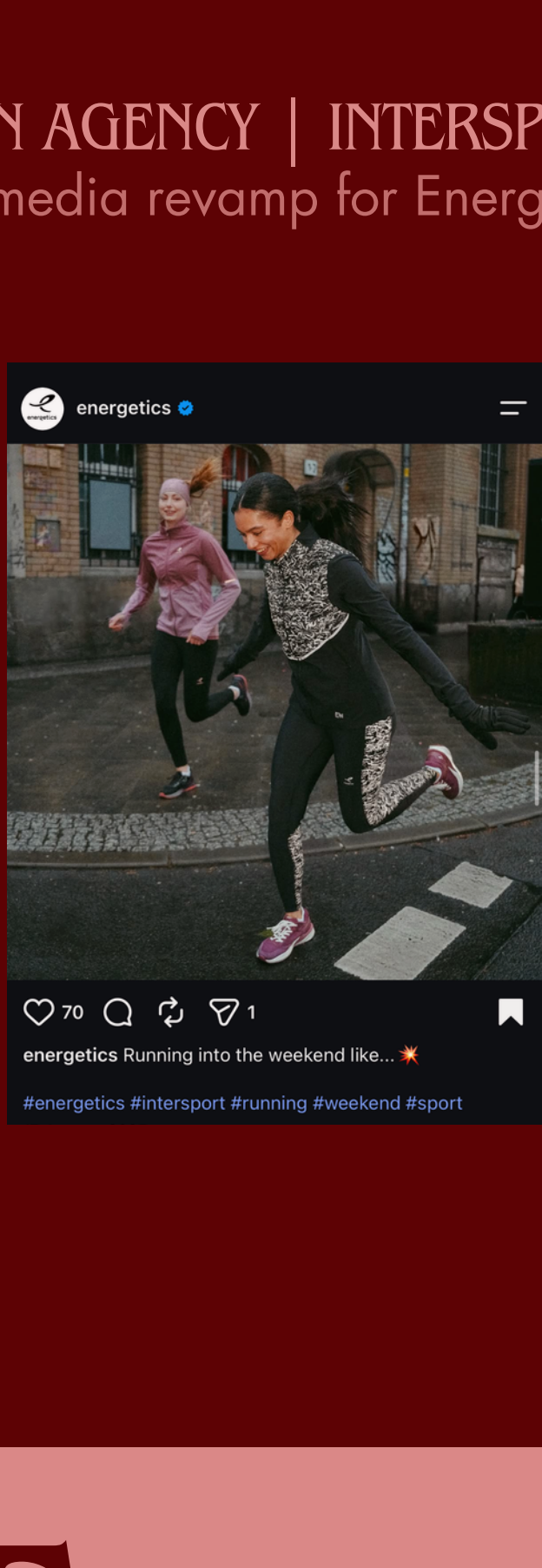
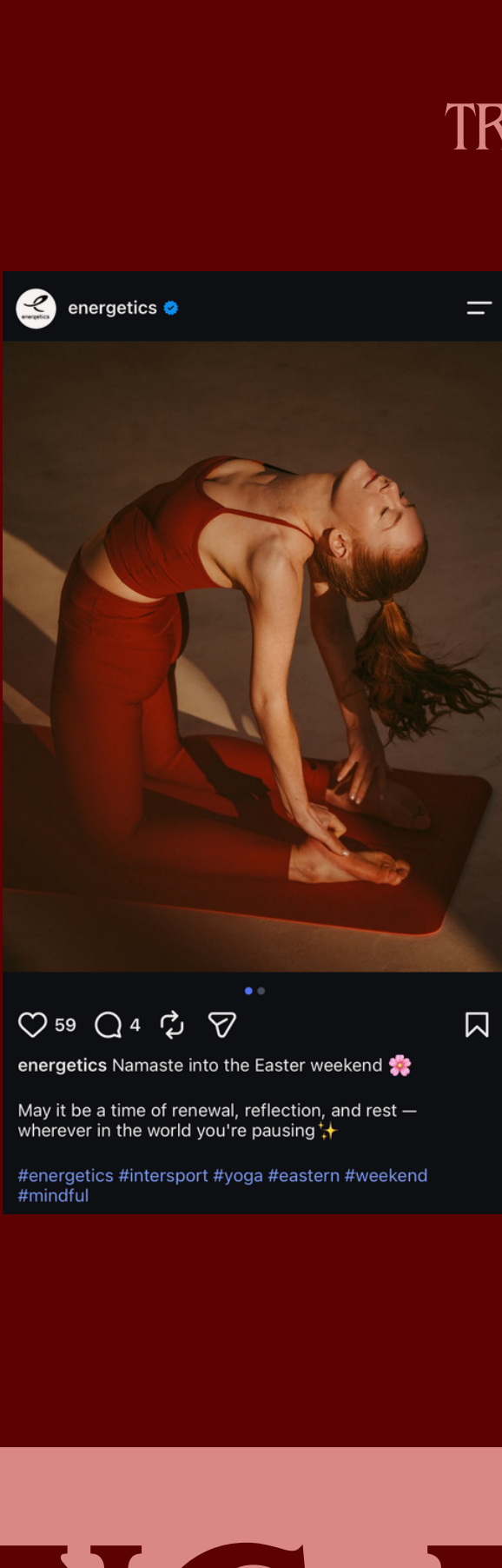
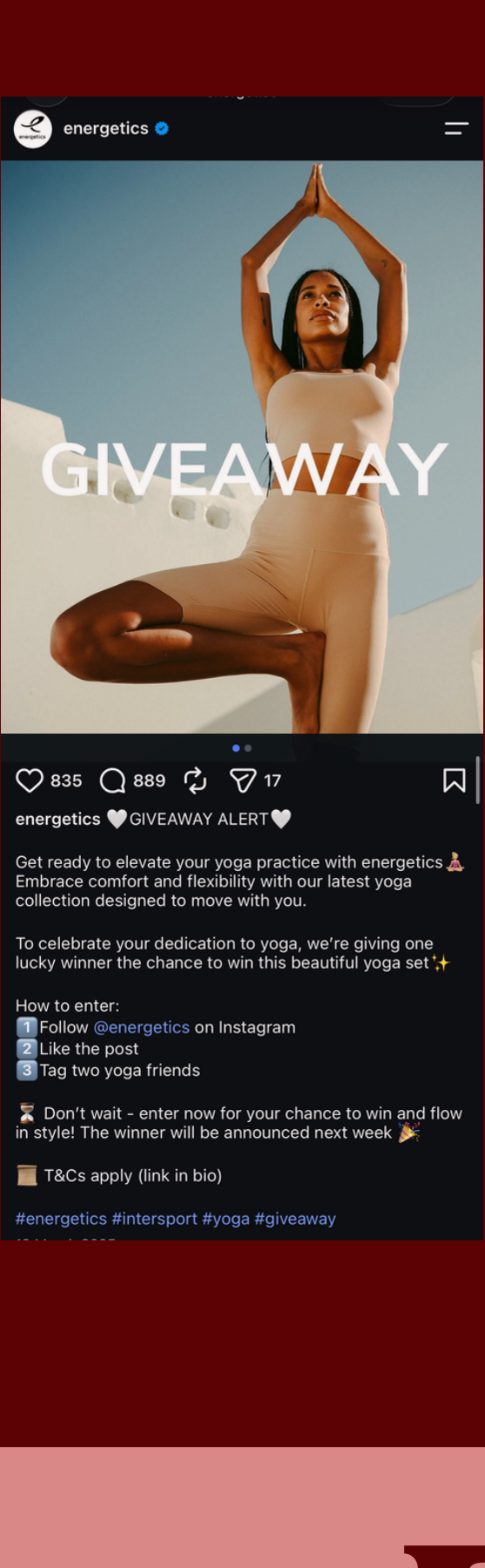
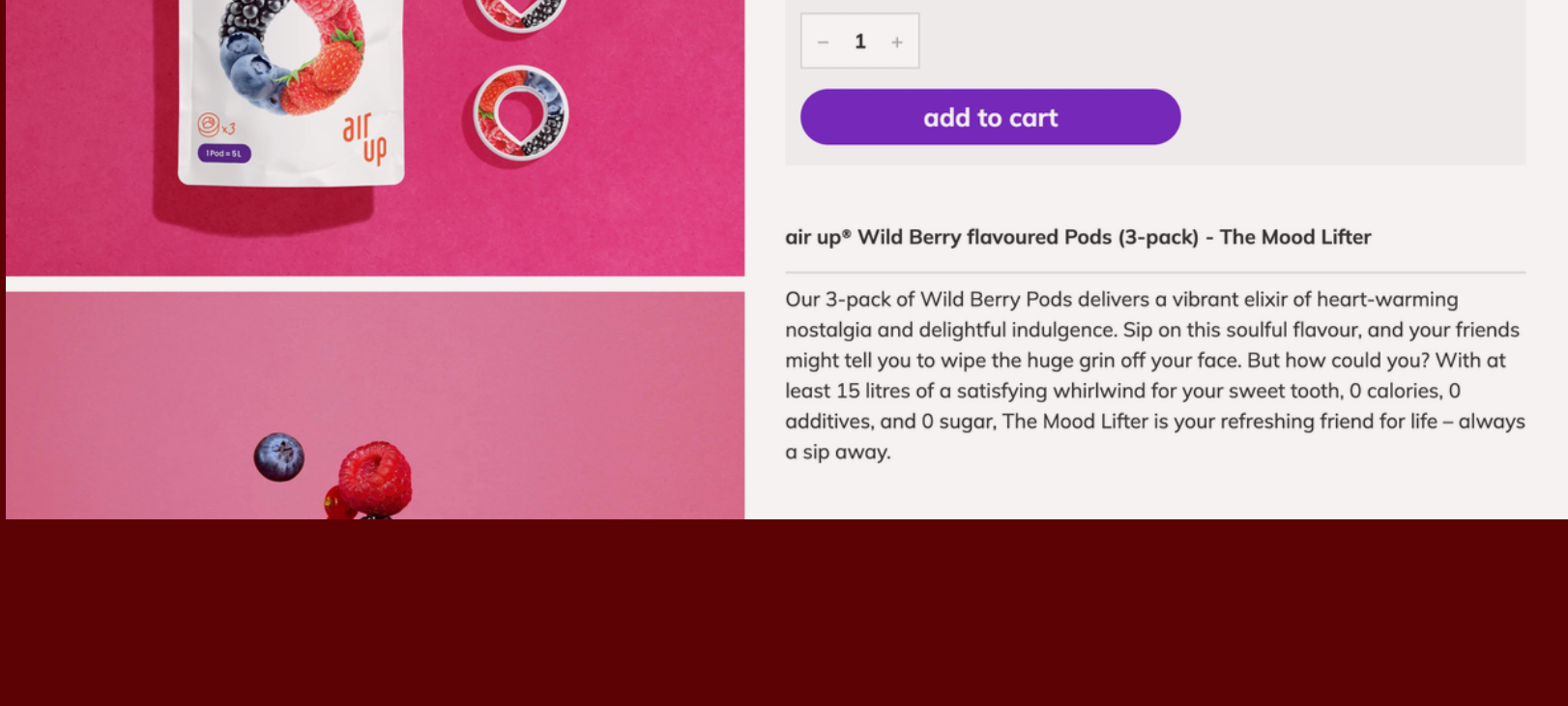
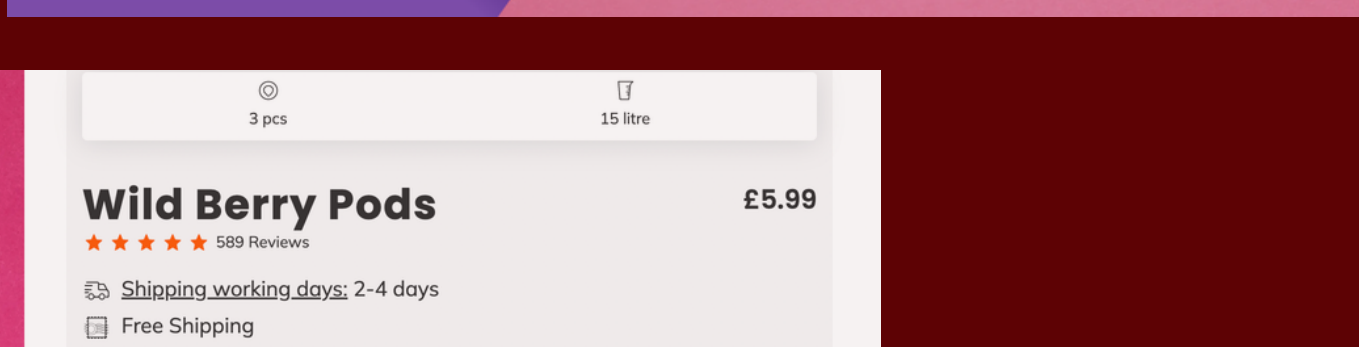
GETYOURGUIDE | CORE COMPANY VALUES

Website copywriting and internal communications



TRES BIEN AGENCY | AIR UP

Website copywriting



TRES BIEN AGENCY | INTERSPORT

Social media revamp for Energetics

PING ME FOR A CHAT



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