

JULIE ANNE LEWIS

Chicago, Illinois | Remote-Friendly

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EXECUTIVE PROFILE

Creative leader specializing in brand voice, storytelling, and audience connection. Helps brands find their voice, clarify what they stand for, and express it consistently.

Brings 15+ years of experience leading integrated campaigns, launch initiatives, and brand-building efforts during moments of growth, change, and reinvention.

Builds and leads multidisciplinary creative teams, elevating creative standards while creating environments where people do their best work.

Shapes strategic positioning, messaging frameworks, and creative concepts, while staying closely involved in writing and creative development.

Applies AI tools to accelerate ideation, expand creative exploration, and strengthen content development while maintaining strategic rigor, editorial judgment, and storytelling quality.

PROFESSIONAL EXPERIENCE

WRITEHANDED JULIE ANNE

Independent Creative Director & Brand Voice Strategist | Feb. 2018—Ongoing

- Advise startup founders and consultancies on positioning, messaging, and engagement across consumer, B2B, health, and wellness brands
- Develop brand narratives and content that help organizations express what makes them different and establish a stronger market presence

RAZORFISH HEALTH (Publicis Groupe)

Vice President, Creative Director, Copy | Apr. 2024—Apr. 2025

- Led the repositioning of a mature brand to better align with evolving consumer attitudes toward healthy aging, contributing to 6% market-share growth in a declining category
- Directed a 12-member creative team, elevating creative quality while evolving content experiences across campaigns and audience touchpoints
- Led pitches and executive presentations that translated strategy into compelling narratives, building client confidence and helping win new business
- Developed messaging frameworks that brought greater consistency and aligned brand experiences around a more distinctive point of view

AVALERE HEALTH

Creative Director | Jan. 2022—Apr. 2024

- Directed multidisciplinary creative teams of 10+ across a \$10M, seven-brand portfolio, establishing clear expectations while elevating strategic and creative output
- Led brand identity development and evolution across campaigns, content, and engagement assets

- Created animated communications designed to help children and caregivers better understand childhood blood cancers with less fear and uncertainty
- Mapped audience journeys to identify overlooked communication opportunities, informing new content, revised engagement strategies, and expanded client initiatives
- Established editorial standards and review processes that improved creative consistency and production efficiency

INIZIO EVOKE

Associate Creative Director, Copy | Apr. 2021—Jan. 2022

- Partnered across disciplines to create integrated campaign experiences that strengthened brand recognition and strategic consistency
 - Calibrated tone, complexity, and brand voice across channels and audiences to create more nuanced communication experiences
 - Led video campaigns from concept through scriptwriting, visual collaboration, casting, wardrobe direction, and on-site shoot oversight
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EARLIER EXPERIENCE

TBWA\WORLDHEALTH — Vice President, Associate Creative Director | May 2019—Apr. 2021

THE PATIENT EXPERIENCE PROJECT — Creative Director | Jun. 2017—Feb. 2018

PACIFIC COMMUNICATIONS — Associate Creative Director | Sept. 2016—Jun. 2017

FINGERPAINT GROUP — Creative Lead | Dec. 2012—Jun. 2016

ABELSONTAYLOR — Copywriter → Senior Copywriter | Jun. 2006—Dec. 2012

- Served as creative lead for a skincare launch while shaping ongoing brand communications across an established portfolio
 - Increased billable hours and team utilization by 20% through workflow improvements, stronger creative processes, and clearer team direction
 - Directed storytelling and advocacy initiatives for rare disease communities, fostering greater understanding, connection, and trust
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CORE EXPERTISE

Creative Direction & Campaign Development • Writing, Storytelling & Content Strategy • Brand Voice, Identity & Expression • Creative Team Leadership • Strategic Positioning • Messaging & Narrative Frameworks • Launch & Go-to-Market Campaigns • Integrated Brand Communications • Pitch Development & New Business • AI-Assisted Creative Workflows

EDUCATION

Purdue University | West Lafayette, IN
M.A., English Studies

Purdue University | West Lafayette, IN
B.A., Communications (Journalism) & English Studies