



Juliana Hardesty

Copywriter

Portfolio: julianahardesty.com

Contact: julianahardesty@gmail.com

Education: B.A. Humanities – New College of Florida (2012)

Copywriting Certificate – The Creative Circus (2018)

Freelance Copywriter

Self-Employed

1/2023 – Present

Senior Copywriter

Mailchimp

1/2022 – 12/2022

- Wrote and conceptualized integrated campaigns as part of Mailchimp's in-house agency, Wink Creative.
- Collaborated across departments and disciplines to deliver TV, print, radio, social, display, OOH, collateral, website, and experiential ideas and copy.

Senior Copywriter

Fitzco

9/2020 – 12/2021

- Wrote and conceptualized integrated campaigns for clients including French's, MedExpress, Southern Company, and Mellow Mushroom.

Copywriter

Fitzco

9/2019 – 9/2020

- Wrote and conceptualized integrated campaigns for clients including Coca-Cola, Synovus, Navy Federal Credit Union, Checkers & Rally's, Southern Company, and MedExpress.
- Won new business pitches (Hilton, Pillsbury).

Junior Copywriter

Fitzco

4/2018 – 9/2019