



# Julia Seidl

Senior Fashion & Luxury Creative Content Strategist

Paris, France

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## Links

[Website](#) [LinkedIn](#)

## Languages

French (Work Proficiency)

German (Basic)

English (Native)

## About

What do I do?

I help luxury brands & top-tier media outlets connect with their discerning audiences.

Drawing from over 10 years of international experience in editorial & e-commerce, I provide strategic guidance on all facets of creative communications & content.

With a strong grasp of market trends, consumer preferences & cultural nuances, I craft engaging narratives across print, digital, social media & video platforms

I specialize in:

- Content Creation
- Content Strategy
- Content Management
- 360° Campaigns
- Campaign Management
- Branding
- Editorial (concept & execution) · CRM
- E-Commerce
- Social Media Campaigns
- Copywriting
- Project Management

To view samples of my work, please visit <http://www.juliaseidl.ca>

### BRANDS WORKED WITH

COSMOPOLITAN & HELLO! CANADA

GARBO GROUP

HELLO!

HUMANITY HANOI

International

JONES APPAREL GROUP (JNY)

mytheresa.com

SUR LA TERRE ARABIA

## Experience

### ● Communication Consultant: Content & Strategy

International | Mar 2013 - Now

- MEDIA: Leverage editorial expertise to shape the fashion & beauty content (print and digital) for international fashion publications
- E-COMMERCE: Devise & execute targeted content strategies for diverse luxury e-commerce platforms across Europe & Canada, leading to increased conversation rates & site traffic
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### ● Founder of a Sustainable Concept Store

HUMANITY HANOI | Nov 2020 - Mar 2023

- Conceptualized and launched an upmarket sustainable/ethical fashion, beauty and lifestyle boutique targeted to tourists and expatriates
- Designed & manufactured an eponymous line of products with high sell-throughs (90% to 95%)
- Devised holistic marketing campaigns (local influencer partnerships, pop-ups, collaborations, exclusive products, digital ad campaigns)
- Successfully brokered the sale of the business in 2023, solidifying its enduring status as one of the city's cherished boutiques



### ● Digital Content Manager

mytheresa.com | Feb 2018 - Aug 2018

- Created, project managed and executed 360° campaigns (photo & video shoots, social media & influencer activations)

- Drove content strategies to publicize exclusive partnerships with select suppliers including Miu Miu, Tod's, Loewe and more
- Transformed sales team's priorities into result-oriented content strategies across consumer communications channels (homepage, emails, app, SMS and CRM) resulting in a boost in orders, order value & customer engagement

### ● Editor-At-Large

SUR LA TERRE ARABIA | Oct 2014 - Jan 2017

- Directed the end-to-end redesign and relaunch of a premier luxury fashion magazine in the Gulf region
- Secured exclusive interviews with designers, CEOs, celebrities and regional influencers, resulting in engaging multi-page features
- Developed editorial calendar, created content, managed contributors while conceptualizing and executing fashion/beauty shoots



### ● Fashion & Beauty Editor

HELLO! | Jul 2011 - Aug 2014

- Led the vision of all luxury fashion and beauty content at Canada's best-selling magazine including planning of editorial calendar, assignment of stories and coordination of photo shoot production
- Restructured section, leading to increased advertising revenue & a 50% reduction of editorial expenses
- Managed a team of writers (internal & freelance) to meet a tight weekly production schedule
- Fostered relationships with key PR teams to secure exclusive interviews with A-list celebrities and designers
- Collaborated with digital & marketing teams to develop & implement 360° promotional campaigns, resulting in an increase in newsstand sales

### ● Wardrobe Stylist

COSMOPOLITAN & HELLO! CANADA | Jan 2009 - Apr 2013

- Collaborated with lifestyle editor and art director on creation of luxury fashion content for print magazine including photoshoots, trend selection, concept development and on-set styling
- Developed close relationships with the PR teams of luxury brands and fashion retailers in order to secure samples for photoshoots
- Styled the three hosts of Cosmopolitan Television's Oh So Cosmo series for each episode, in addition to all promotional appearances
- Collaborated with producers to create original and seasonal content for style segments while also appearing in front of the camera as a fashion expert in over 40 episodes

### ● Assistant Buyer

GARBO GROUP | Nov 2007 - Jan 2009

- Worked directly with head buyer to source, design and plan the wholesale seasonal sunglass assortments for luxury to mid-priced brands
- Analyzed weekly and daily sell-thru of major department store accounts in order to push through replenishment orders

### ● Merchandise Coordinator

JONES APPAREL GROUP (JNY) | Apr 2005 - Aug 2006

- Merchandised eight JAG divisions including Anne Klein and Jones New York at Toronto Hudson's Bay and Holt Renfrew store locations
- Analyzed sell-thru and monitored inventory in an effort to coordinate delivery of key items and seasonal pieces with marketing campaigns
- Styled, planned and executed in-store fashion shows, product knowledge sessions and related promotional events

## Education & Training

2022 - 2023

### ● SUP DE LUXE - EDC PARIS BUSINESS SCHOOL

Master of Science, Luxury Business & Fashion

2004 - 2005

● **George Brown College**

Post-Graduate Diploma in International Fashion Management,

2000 - 2004

● **University of Western Ontario**

Bachelor of Administrative & Commercial Studies, Business