

# Julia Delisi



CONTENT STRATEGIST

---

01



# My name is Julia.

## Six years of experience

I have worked as a copywriter and content strategist in several different industries including tech, fashion, real estate, and food/beverage. I pride myself on being a versatile writer that adapts to the environment and voice of a company easily.

## My goal is to provide the highest quality of work possible

I'm obsessed with finding innovative new ways to create amazing content that's both useful and effective. I strive to create measurable results through game-changing content.

# My writing skills



## Blog and article writing

Covering interesting, trending topics that boost engagement and generate leads. Also includes white pages, case studies and more.

## Web content & Copywriting

Landing pages, email newsletters and SEO content. This is the nuts-and-bolts type of content writing that is the foundation of a brand.

## Technical writing

In-depth written descriptions and instructions on technical matters.

## Social media copy

Creating relevant, in touch, platform-specific posts that promote engagement and increase brand awareness.



Attention to detail

Strong vocabulary

Open to feedback

Organized

Reliable team player



# My popular projects

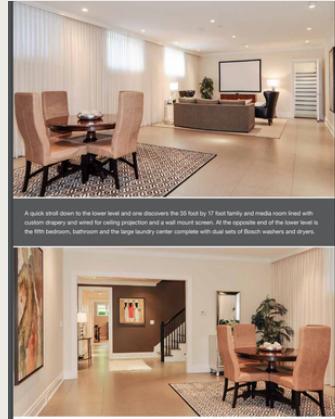
Earliest to current year

# Real Estate Content



Conlon/  
Compass

Designed and wrote newsletters and brochures for several properties around the city. I worked with two agents in developing a marketing strategy and materials, not only for properties but for their services as well.



A quick stroll down to the lower level and one discovers the 38 foot by 17 foot family and media room lined with custom drapery and wired for ceiling projection and a wall mount screen. At the opposite end of the lower level is the fifth bedroom, bathroom and the large laundry center complete with dual sets of Bosch washers and dryers.



1845 North Mohawk



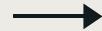
Housing in Lincoln Park is coveted; most of the residential streets are tree-lined, quiet and safe. The neighborhood has a mix of single-family homes, condominiums and town homes. The median price of a single family house is priced around \$1 million dollars, many homes in Lincoln Park are between \$1.5 and \$2 million, making it one of the wealthiest and most expensive communities in the city.

This beautiful neighborhood is a very walkable area with a mix of upscale national retailers, boutiques, bookstores, restaurants, coffee shops and bars. The neighborhood is close to the Zoo and the park itself; other attractions include the Art Institute of Chicago, the Chicago History Museum, the Shedd Aquarium, the Lincoln Park Conservatory, the Lincoln Park Zoo, the Lincoln Park Farmers Market and Chicago's Green City Market offer the freshest seasonal produce around.

You can go west for a night of dining in Lincoln Park or head east to Lincoln Park for a fine reputation as a premier cultural, retail, dining and social entertainment destination.

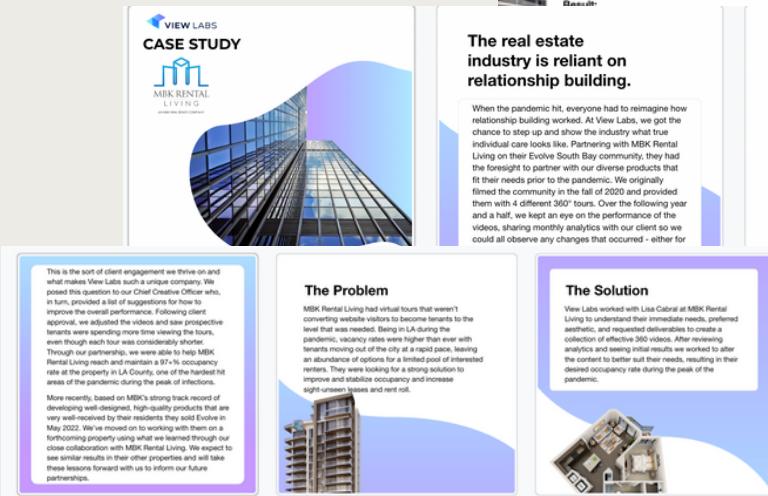
[Click here to see full project](#)

# Case Studies



## View Labs

Designed and wrote case studies that identified the value View Labs technology added to customers.



This is the sort of client engagement we thrive on and what makes View Labs such a unique company. We posed this question to our Chief Creative Officer who, in turn, provided a list of suggestions for how to improve the videos. Following our client's approval, we adjusted the videos and saw prospective tenants were spending more time viewing the tours, even though the occupancy rate was still low. Through our partnership, we were able to help MBK Rental Living reach and maintain a 98%+ occupancy rate at the property in LA County, one of the hardest hit areas of the pandemic during the peak of infections.

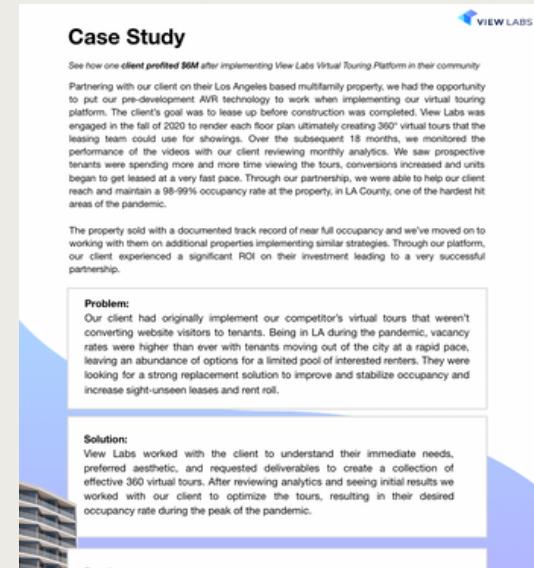
MBK Rental Living is based on MBK's commitment of developing well-designed, high-quality products that are very well-received by their residents they sold Evolve in May 2022. We've moved on to working with them on a new property, Evolve South Bay, and through our close collaboration with MBK Rental Living. We expect to see similar results in their other properties and will take these lessons forward with us to inform our future partnerships.

**The Problem**

MBK Rental Living had virtual tours that weren't converting website visitors to become tenants to the level that was needed. Being in one of the hardest hit areas of the pandemic, occupancy was higher than ever with tenants moving out of the city at a rapid pace, leaving an abundance of options for a limited pool of interested renters. We worked to find a strong replacement solution to improve and stabilize occupancy and increase sight-unseen leases and rent roll.

**The Solution**

View Labs worked with Lisa Cabral at MBK Rental Living to understand their immediate needs, preferred aesthetic, and requested deliverables to create a collection of effective 360 virtual tours. After reviewing analytics and seeing initial results we worked to alter the content to better suit their needs, resulting in their desired occupancy rate during the peak of the pandemic.



**Case Study**

See how one client profited \$6M after implementing View Labs Virtual Touring Platform in their community.

Partnering with our client on their Los Angeles based multifamily property, we had the opportunity to put our pre-development AVR technology to work when implementing our virtual touring platform. The client's goal was to lease up before construction was completed. View Labs was engaged in the fall of 2020 to render each floor plan ultimately creating 360° virtual tours that the leasing team could use for showings. Over the subsequent 18 months, we monitored the performance of the videos with our client reviewing monthly analytics. We saw prospective tenants were spending more and more time viewing the tours, conversions increased and units began to get leased at a very fast pace. Through our partnership, we were able to help our client reach and maintain a 98-99% occupancy rate at the property, in LA County, one of the hardest hit areas of the pandemic.

The property sold with a documented track record of near full occupancy and we've moved on to working with them on additional properties implementing similar strategies. Through our platform, our client experienced a significant ROI on their investment leading to a very successful partnership.

**Problem:**

Our client had originally implemented our competitor's virtual tours that weren't converting website visitors to tenants. Being in LA during the pandemic, vacancy rates were higher than ever with tenants moving out of the city at a rapid pace, leaving an abundance of options for a limited pool of interested renters. They were looking for a strong replacement solution to improve and stabilize occupancy and increase sight-unseen leases and rent roll.

**Solution:**

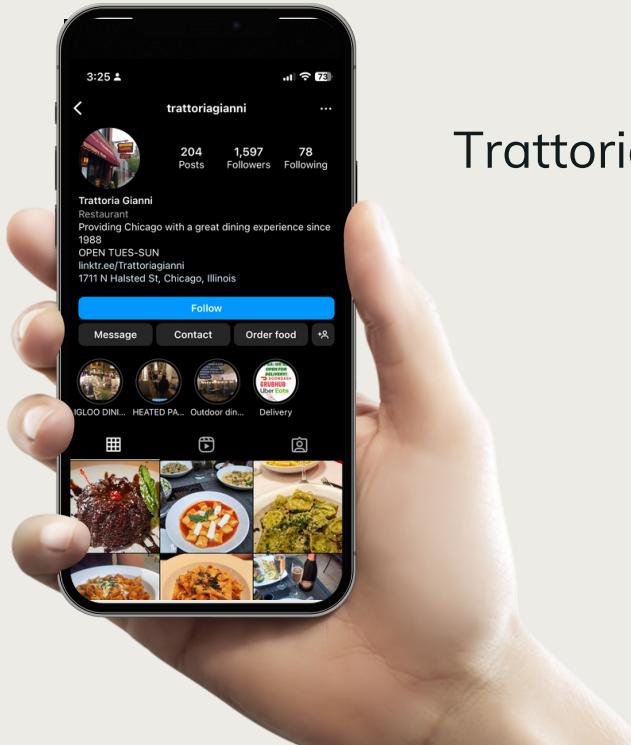
View Labs worked with the client to understand their immediate needs, preferred aesthetic, and requested deliverables to create a collection of effective 360 virtual tours. After reviewing analytics and seeing initial results we worked with our client to optimize the tours, resulting in their desired occupancy rate during the peak of the pandemic.

In December of 2021, our client asked us an important question:

What are your thoughts on how the videos are tracking so far?



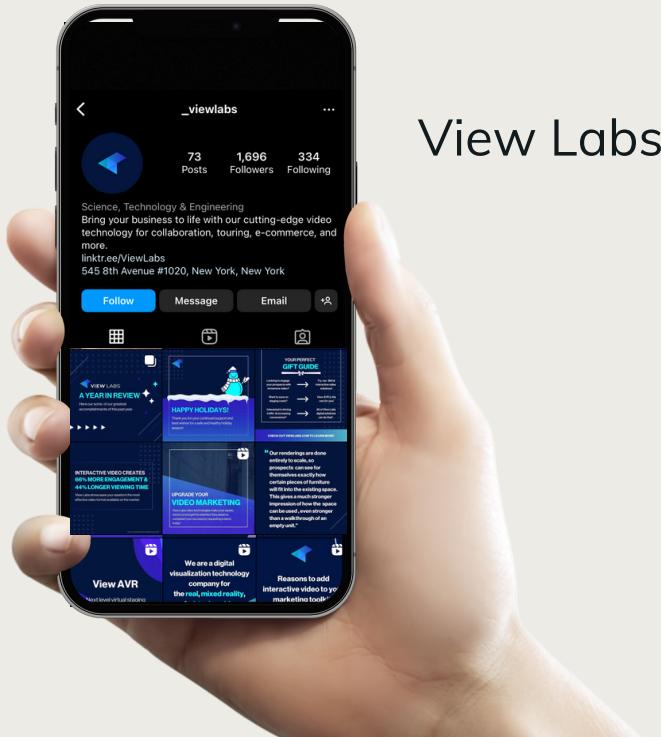
# Social media posts and ads



## Trattoria Gianni

Trattoria Gianni did not have a social media strategy in place, and they did not utilize Instagram to advertise the business. Since taking over the social media accounts in 2020, I grew the follower count substantially, from 0 to nearly 1600. I frequently organize influencer partnerships and events that promote the business, and create ads and engage with followers. Click screen to view.

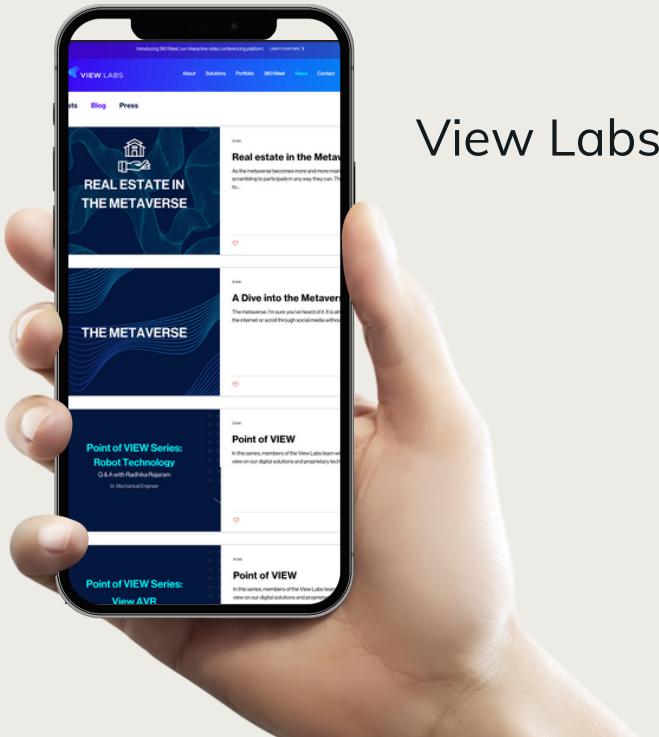
# Social media posts and ads



## View Labs

For View Labs, I am responsible for the creation of a template for social media posts, as well as the content for instagram, linkedin, tiktok and twitter. I modify the content and design according to user engagement analytics. Since beginning my role, we've noted an increase in follower count, engagement and demo requests. Click screen to view.

# Blog posts



## View Labs

The View Labs' blog covers trending topics within the tech industry, new advancements within the View Labs technology, interviews with team members and guides on how to use View Labs tools to enhance your business. The ideation, writing and editing was completely led by me. Click screen to view.

# Email marketing



## View Labs

The View Labs' newsletter is designed to make customers on the email list aware of new products, discounts, and other services. My responsibilities include designing, writing and editing newsletters. I frequently use a/b testing to gauge interest & engagement levels when debuting new designs or trying out different subject lines. Email marketing campaigns have boosted sales and kept customers engaged and interested in the company's offerings.

click screen to view.

# Complete Rebrand: View Labs

a video technology company



## My Role

I rewrote & redesigned the content on the website, and the marketing materials. This was a rigorous process that included several rounds and visuals. My main goal of editing. I utilized SEO to make the site easily findable & more relevant. I collected feedback from user interviews and internal stakeholders to ensure strong results.

## Most Compelling

The most compelling part of this project was the creation of a strong brand identity through written components that included several rounds and visuals. My main goal was to ensure whoever landed on the View Labs website fully understood the offerings and the value of the company.

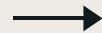
## Strategy

The strategy behind the rebrand was to attract more customers through the creation of a strong brand identity. The previous site was lacking in information and content, and did not effectively communicate the technology and video services.

## Result

Upon launching the rebrand, there was a 98% increase in visitors to the site, an increase in demo requests and an increase in sales.

# Before:



Our content is web-based and available to a global audience in any language and on any modern device.

View our [videos](#) and [services](#) to learn why VirtualAPT is the top service provider for your company's cutting-edge visualization needs.



# After:

Introducing 360 Meet, our interactive video conferencing platform. [Learn more here >](#)

 [VIEW LABS](#)

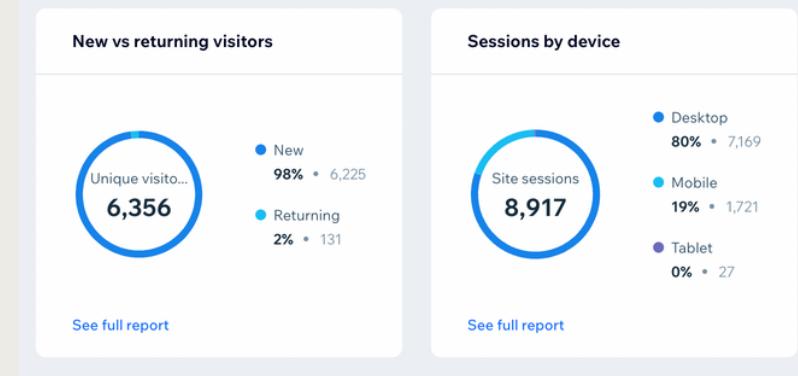
[About](#) [Solutions](#) [Portfolio](#) [360 Meet](#) [News](#) [Contact](#) [Register](#)

## Digital Visualization Tools for Built and Virtual Spaces

We bring businesses and brands to life with our cutting-edge technology for interactive video, metaverse experiences, virtual touring and more.

[View Our Work >](#)

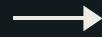
# Results:



[visit viewlabs.com](#)

# Video Content: View Labs

a video technology company



## My Role

Produce informational video content to advertise the View Labs conferencing platform and promote usage.

## Most Compelling

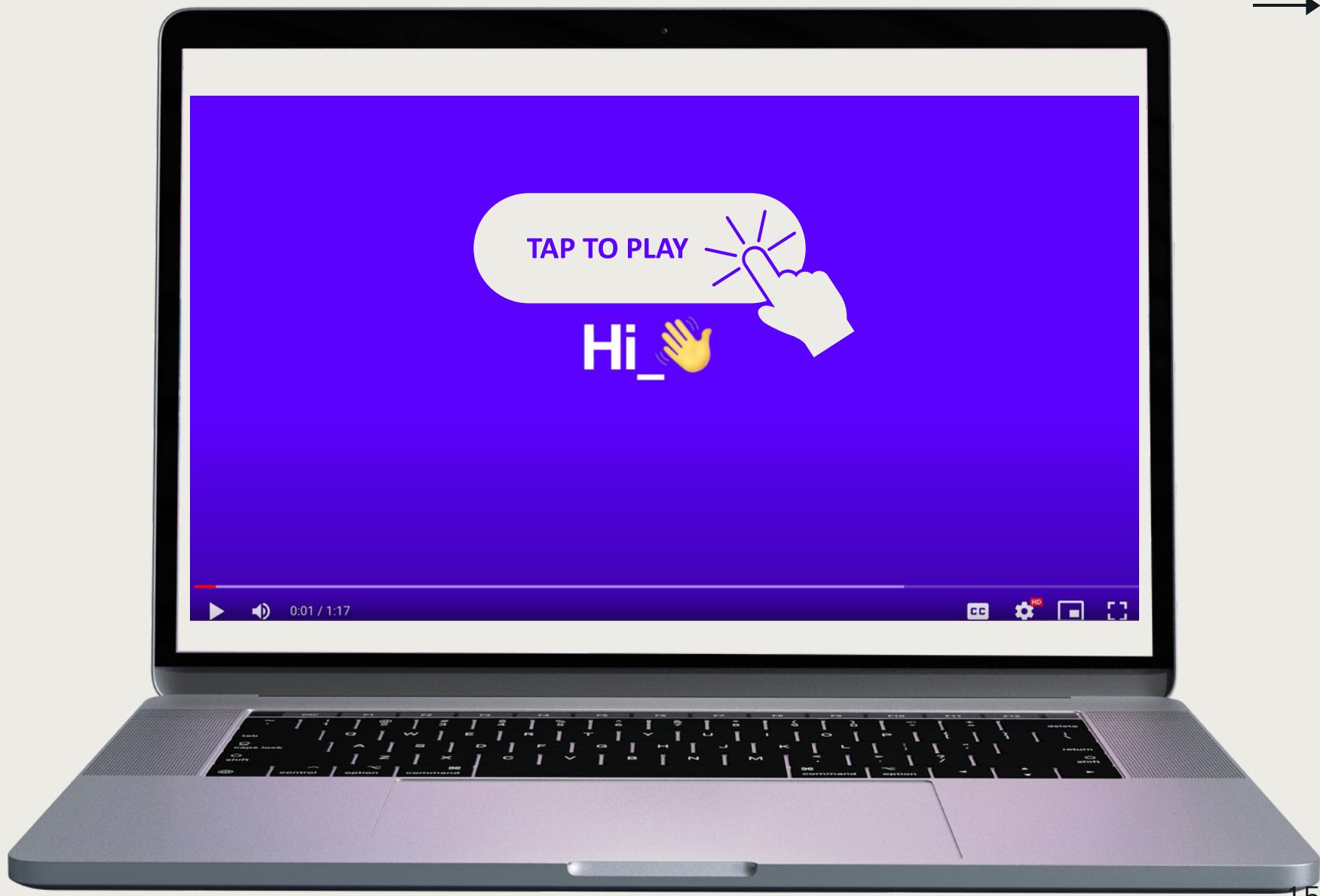
The casual yet excited tone of the video is creative and engaging for the viewer. I enjoyed the editing and production process.

## Strategy

The strategy behind the video creation was to stimulate interest in the new offerings, while increasing brand awareness and to provide valuable information to customers. The goal was to execute a fast paced, cheeky video campaign that drove engagement and excitement.

## Result

There was a dramatic increase in the amount of customers that signed up for a demo account, and it attracted new active users on the platform. The platform now has several active users, including major real estate companies.





Canva

Semrush

Adobe suite

Omit Grammar Checker

Grammarly

Premiere Pro

Constant Contact

Wordpress

# Thank you!

Contact:

[delisijulia@gmail.com](mailto:delisijulia@gmail.com)

773.787.9237

[juliadelisi.com](http://juliadelisi.com)