

# Julia Delisi





# 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

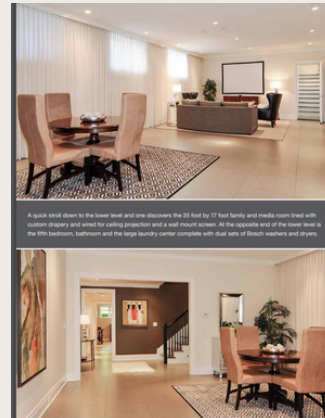
Earliest to current year

# 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.



- RESTAURANTS**
1. Shaw
  2. South of State
  3. Black Duck Tavern and Bar
  4. Boney's Kitchen and Bar
  5. Four Parkings Tavern and Bar
  6. New American Restaurant and Bar
  7. The Farm House
  8. C. B. Thompson's Restaurant and Bar
  9. Cafe de la Rue
  10. C. B. Thompson's Restaurant and Bar
  11. C. B. Thompson's Restaurant and Bar
  12. C. B. Thompson's Restaurant and Bar
  13. C. B. Thompson's Restaurant and Bar
  14. C. B. Thompson's Restaurant and Bar
  15. C. B. Thompson's Restaurant and Bar
  16. C. B. Thompson's Restaurant and Bar
  17. C. B. Thompson's Restaurant and Bar
  18. C. B. Thompson's Restaurant and Bar
  19. C. B. Thompson's Restaurant and Bar
  20. C. B. Thompson's Restaurant and Bar
- COFFEE**
21. C. B. Thompson's Restaurant and Bar
  22. C. B. Thompson's Restaurant and Bar
  23. C. B. Thompson's Restaurant and Bar
  24. C. B. Thompson's Restaurant and Bar
  25. C. B. Thompson's Restaurant and Bar
  26. C. B. Thompson's Restaurant and Bar
  27. C. B. Thompson's Restaurant and Bar
  28. C. B. Thompson's Restaurant and Bar
  29. C. B. Thompson's Restaurant and Bar
  30. C. B. Thompson's Restaurant and Bar
- COFFEE**
31. C. B. Thompson's Restaurant and Bar
  32. C. B. Thompson's Restaurant and Bar
  33. C. B. Thompson's Restaurant and Bar
  34. C. B. Thompson's Restaurant and Bar
  35. C. B. Thompson's Restaurant and Bar
  36. C. B. Thompson's Restaurant and Bar
  37. C. B. Thompson's Restaurant and Bar
  38. C. B. Thompson's Restaurant and Bar
  39. C. B. Thompson's Restaurant and Bar
  40. C. B. Thompson's Restaurant and Bar
- COFFEE**
41. C. B. Thompson's Restaurant and Bar
  42. C. B. Thompson's Restaurant and Bar
  43. C. B. Thompson's Restaurant and Bar
  44. C. B. Thompson's Restaurant and Bar
  45. C. B. Thompson's Restaurant and Bar
  46. C. B. Thompson's Restaurant and Bar
  47. C. B. Thompson's Restaurant and Bar
  48. C. B. Thompson's Restaurant and Bar
  49. C. B. Thompson's Restaurant and Bar
  50. C. B. Thompson's Restaurant and Bar




[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.



### 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 implement 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.

**Result:**



### CASE STUDY



### The real estate industry is reliant on relationship building.

When the pandemic hit, everyone had to reimagine how relationship building worked. At View Labs, we got the chance to step up and show the industry what true individual care looks like. Partnering with MBK Rental Living on their Evolve South Bay community, they had the foresight to partner with our diverse products that fit their needs prior to the pandemic. We originally filmed the community in the fall of 2020 and provided them with 4 different 360° tours. Over the following year and a half, we kept an eye on the performance of the videos, sharing monthly analytics with our client so we could all observe any changes that occurred - either for

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

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



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 overall performance. Following client approval, we adjusted the videos and saw prospective tenants were spending more time viewing the tours, even though each tour was considerably shorter. Through our partnership, we were able to help MBK Rental Living reach and maintain a 97% occupancy rate at the property in LA County, one of the hardest hit areas of the pandemic during the peak of infections.

More recently, based on MBK's strong track record 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 forthcoming property using what we learned 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 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 solution to improve and stabilize occupancy and increase sight-unseen leases and rent roll.

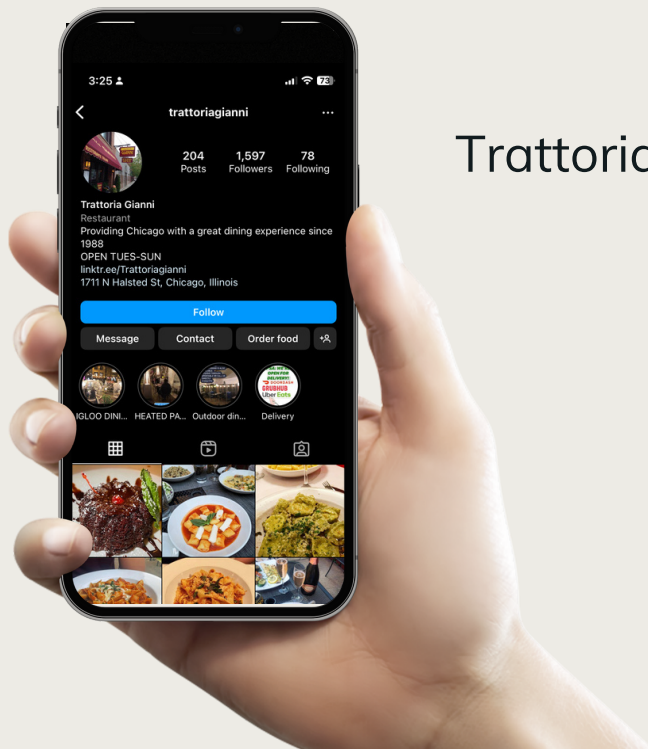


### The Solution

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 videos. 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.



# Social media posts and ads

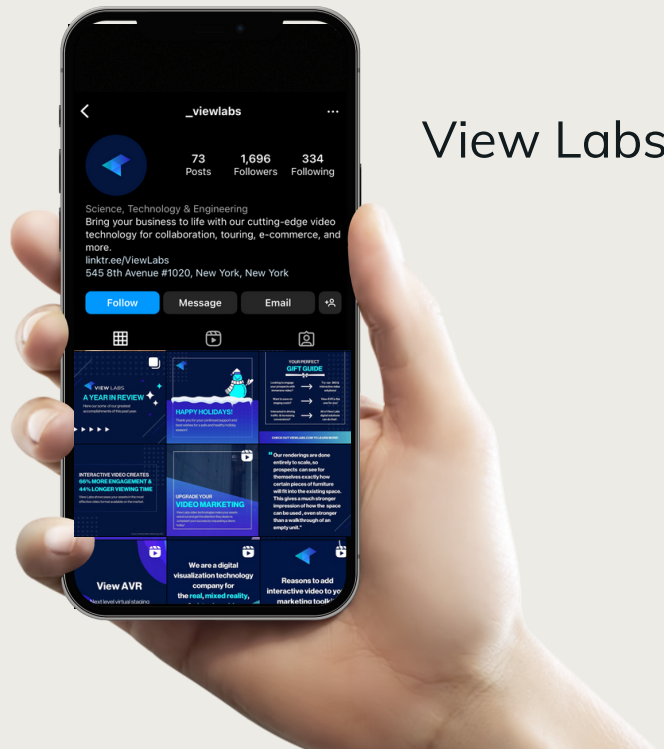


## Trattoria Gianni

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.



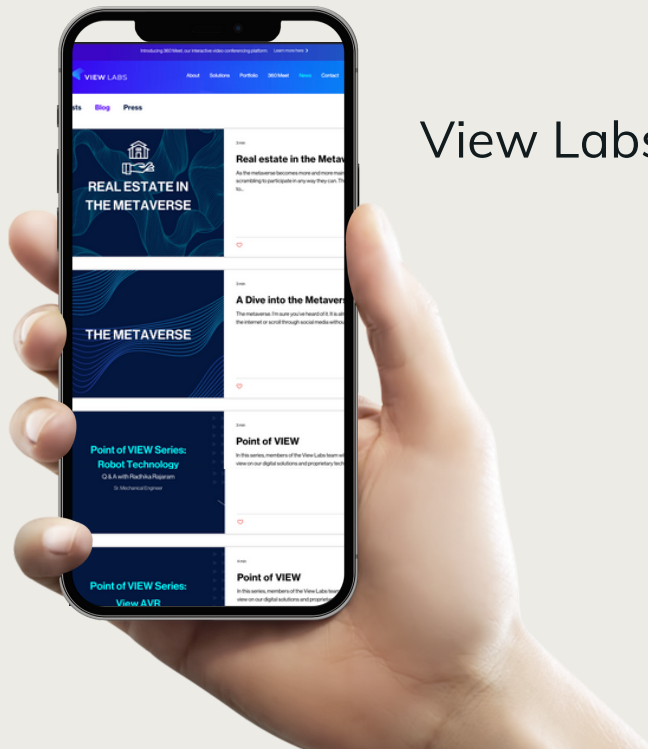
# Social media posts and ads



## 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 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 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.

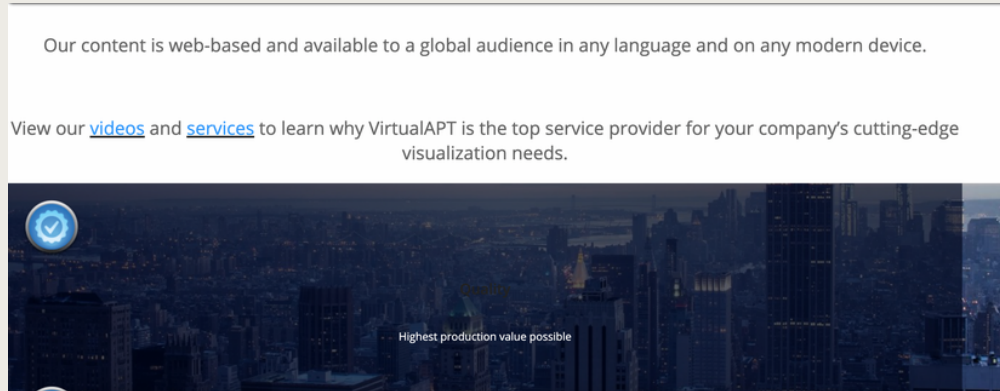
## Strategy

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

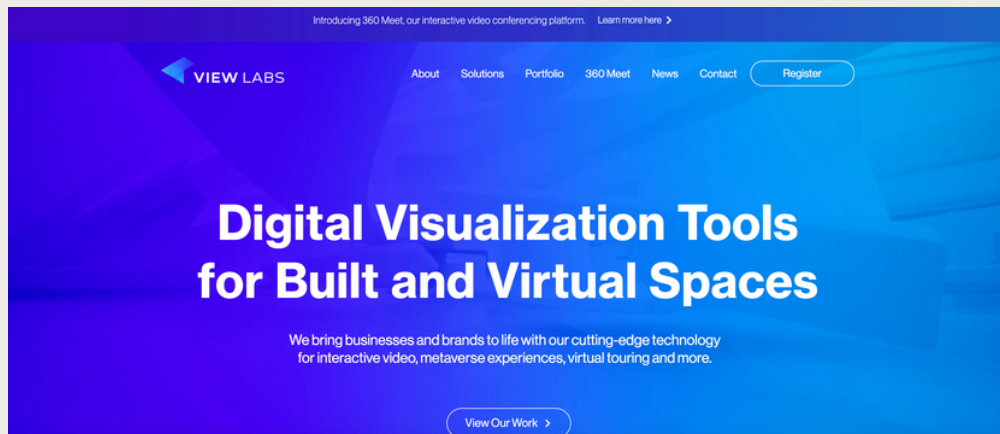
## Result

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

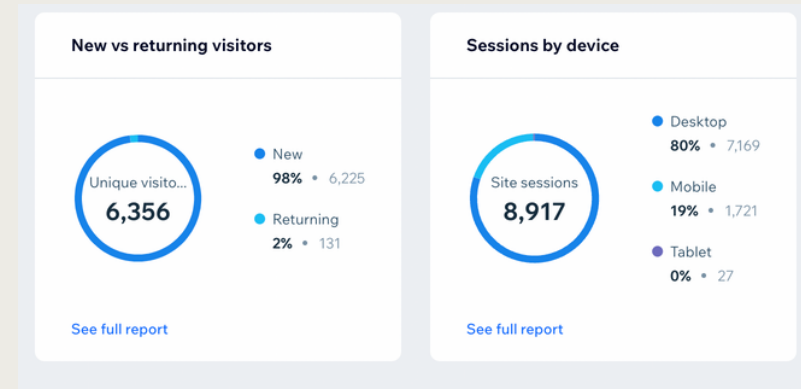
# Before:



# After:



# Results:



[visit viewlabs.com](https://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

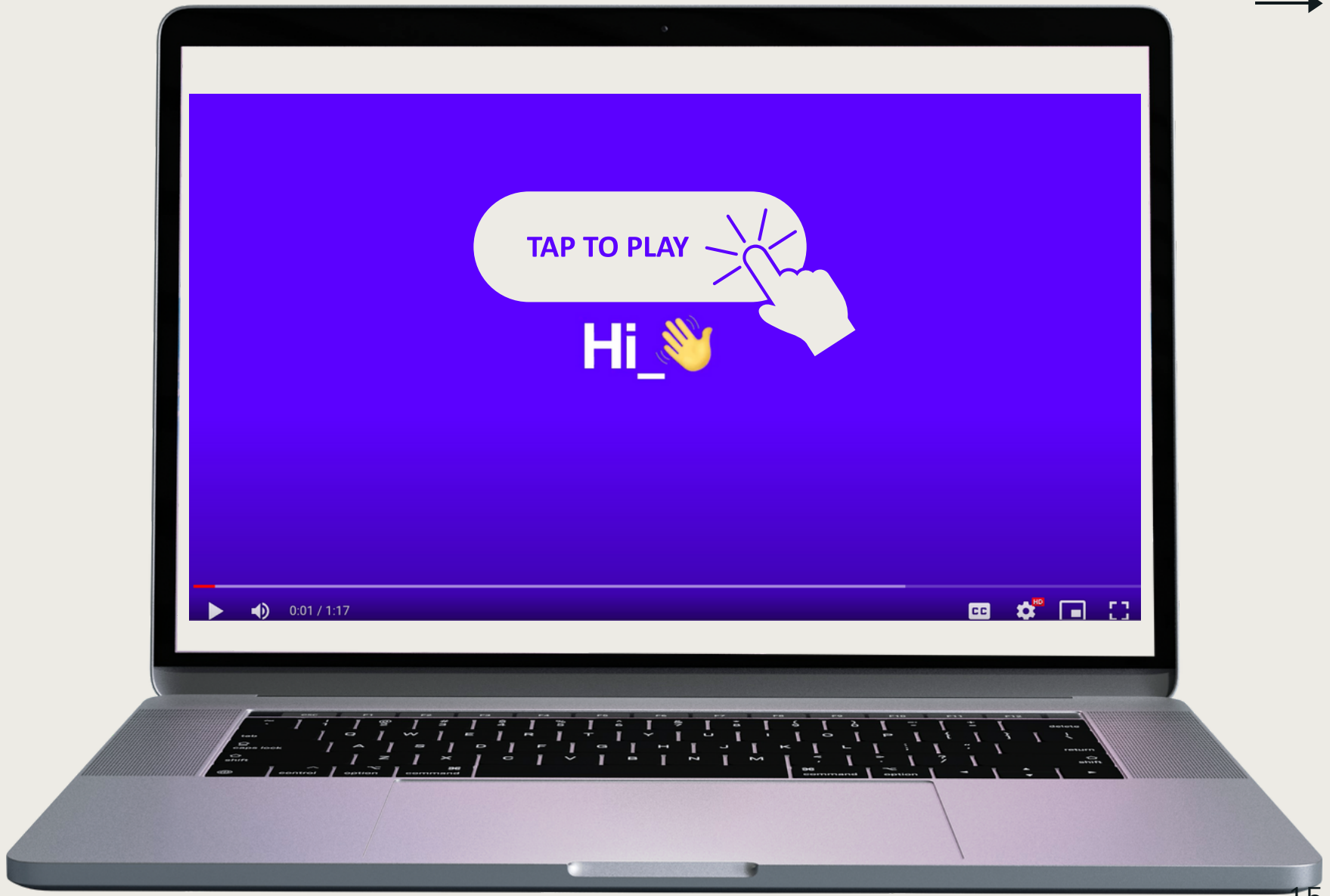
The casual yet excited tone of the video is creative and engaging for the viewer. I enjoyed the editing and production process.

## 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)