

# JULIE ANNE LEWIS

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## PROFILE

Creative leader specializing in emotionally resonant brand experiences across science-forward skincare, whole-body wellness, lifestyle health, and other trust-driven consumer categories.

Brings 15+ years of experience leading omnichannel campaigns, launch initiatives, and brand engagement for consumer and practitioner audiences.

Shapes strategic positioning, communication systems, and brand expression from the ground up while staying closely involved in concept development and writing.

Applies high-credibility communication strategies that balance results-oriented messaging, emotional resonance, and cultural relevance to create more nuanced, trust-building relationships.

Uses AI tools to accelerate ideation, strengthen consistency, and refine thinking while maintaining strong editorial judgment.

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## PROFESSIONAL EXPERIENCE

### WRITEHANDED JULIE ANNE

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

- Advise startup founders and consultancies on positioning, messaging, and brand engagement across wellness, lifestyle, and high-credibility consumer brands
- Built the brand positioning and brand identity for an Ayurveda wellness eCommerce launch from the ground up, shaping cohesive messaging across a full website and multi-product catalog

### RAZORFISH HEALTH (Publicis Groupe)

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

- Drove 6% market share growth during a year of category decline by repositioning a mature preventive health brand around healthy aging and overlooked comorbidity risks among consumers aged 50+
- Expanded patient identification and audience reach through Epic EHR-integrated communications delivered through a previously untapped point-of-care channel
- Shaped messaging frameworks, pitch development, and cross-channel campaign direction that strengthened strategic consistency while pushing ideas beyond expected approaches
- Developed high-level strategic and creative presentations designed to align stakeholders, strengthen narrative clarity, and support brand growth
- Streamlined approval workflows while leading a 10-member cross-functional creative team and evolving brand engagement across campaigns and connected audience experiences

### AVALERE HEALTH

**Creative Director** | Jan. 2022—Apr. 2024

- Oversaw creative development across campaign ecosystems, engagement initiatives, and brand identity systems for a seven-brand portfolio spanning complex, high-credibility categories

- Identified overlooked customer touchpoints through market research and journey analysis that influenced communication strategy and audience engagement planning
- Established editorial standards and review processes that improved creative consistency and production efficiency across campaigns
- Created animated communication designed to help children and caregivers better understand childhood blood cancers with less fear and uncertainty

## **INIZIO EVOKE**

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

- Partnered closely with lead art direction to unify verbal and visual identity across integrated campaigns and brand communications
- Calibrated tone, complexity, and brand voice across DTC and practitioner-focused campaigns to create more nuanced communication experiences
- Led video campaigns from concept through manuscript writing, 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

- Led creative development during a high-volume prescription skincare launch while supporting established skincare brands across the portfolio
- Directed patient-centered storytelling and advocacy initiatives for rare disease communities designed to foster clarity, connection, and trust
- Introduced stronger campaign thinking and intentional brand voice development across digital engagement and consumer communication initiatives
- Increased billable hours and team utilization by 20% through workflow improvements, stronger creative processes, and clearer team direction
- Built an early foundation in campaign development across women’s health, clinically backed skincare, and supplemental nutrition brands

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## **CORE EXPERTISE**

Brand Voice & Messaging Strategy • Creative Direction & Campaign Development • Strategic Positioning & Audience Insight • Brand Identity Systems • Narrative Strategy • Messaging Framework Development • Launch & Go-to-Market Campaigns • Consumer Engagement Strategy • Pitch Development & New Business • Cross-Functional Team Leadership • AI-Assisted Creative Development

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## **EDUCATION**

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

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B.A., Communications (Journalism) & English Studies