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## **JULIA SUMPf** **COPYWRITER**

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Reichenberger Straße 47  
10999 Berlin  
Germany

Phone: 0049 176 8400 6735  
Mail: [julia.sumpf@gmail.com](mailto:julia.sumpf@gmail.com)  
LinkedIn: <https://goo.gl/U8Vyrf>  
[www.juliasumpf.wix.com/work](http://www.juliasumpf.wix.com/work)

Date of Birth: 10th March 1984  
Nationality: German



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### **PROFILE**

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#### **Currently: Freelance Copywriter in Berlin**

Academic degree: State-certified translator

Languages: German, English, Spanish

Work experience: seven years, five as copywriter in national and international agencies

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### **EMPLOYMENT**

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October 2014 –  
September 2015

**TBWA/MAL, London** (full-service agency)  
**Copywriter**

- *Localising Apple campaigns for the German market*
- *Developing campaigns and concepts*
- *Leading projects in-house and in the recording studio*

August 2012 –  
September 2014

**Heimat, Berlin** (advertising agency)  
**Copywriter**

- *Concepts and campaigns for national and international clients including REWE, Fonix and MINI*
- *Headlines, long copy and scripts*
- *Directing sessions in recording studio*
- *Supporting on set and in client presentations*

January 2011 –  
July 2012

**Razorfish, Berlin** (digital creative agency)  
**Junior copywriter**

- *Concepts and copy for digital campaigns, websites and microsites*
- *Content management for social media channels*
- *Development of copy concepts and tone of voice*

October 2008 –  
August 2009

**EnGrande, Barcelona** (online travel agency)  
**Translator and project manager**

- *Coordinating translation jobs, proofreading, providing internal translations, managing content for German website*

July 2008 –  
July 2012

EnGrande, Barcelona  
**Freelance translator**

- *Translations on tourism*

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## INTERNSHIPS

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June 2010 –  
November 2010

**MetaDesign AG, Berlin** (branding agency)  
**Copywriter (intern)**

- *Developing ads, headlines, long copy, brochures, slogans, names, campaign ideas, mood films and brand guidelines*
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October 2009 –  
January 2010

**Columbus Internet GmbH, Berlin** (travel portal: [www.rucksack.com](http://www.rucksack.com))  
**Online editor (intern)**

- *Creating and managing database, internet research, writing copy, developing network of hostels and activity providers*
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March 2008 –  
June 2008

**EnGrande, Barcelona**  
**Translation intern**

- *Proofreading, internal translations, maintaining German website*
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July 2007 –  
September 2009

**EC Brighton** (language school)  
**Intern**

- *Supporting reception desk and accommodation team*
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January 2004 –  
June 2004

**Punkt.um Film GmbH, Magdeburg** (TV production company)  
**Editorial intern**

- *Internet research, assistance in preparing various TV shows and shoots*
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August 2001 –  
March 2002

**Avista Media, Celle** (multimedia agency)  
**Field work**

April 1998

Field work with a speech therapist in Celle

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## COURSES AND WORKSHOPS

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19/01/12 – 16/02/12

Basic course in film scriptwriting at the Master School Drehbuch, Berlin

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15/02/10 – 21/02/10

Intensive Course: Introduction to subtitling at Titelbild, Berlin

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## **EDUCATION**

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October 2003 –  
July 2009                      University of Applied Sciences Magdeburg-Stendal  
**Degree in communication**  
Language combination: **English and Spanish**

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October 2005 –  
July 2006                      University of Málaga, Spain  
Translation and interpretation studies

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August 2001 –  
June 2003                      College of Design, Celle  
Vocational diploma

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August 2000 –  
July 2001                      Grammar school for economics in Celle

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August 1996 –  
July 2000                      Middle school in Celle

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1999, 2001                      School exchanges in France and Denmark

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## **SKILLS**

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Languages                      German: native  
                                        English: fluent  
                                        Spanish: fluent  
                                        French: basic knowledge

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Computer skills                      Windows, Mac, MS Office, Photoshop

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