



# JULIE KAUPT

write • design • edit

## Contact Me



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### Email:

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### Website:

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### Address:

1333 W. Touhy Ave.  
#216  
Park Ridge, IL 60068



## Skills

- Copywriting
- Graphic Art
- Editing & Proofreading
- Sales Support
- Customer Service
- Brand Storytelling
- Public Relations
- Content Creation
- Marketing
- Presentations
- Photography
- Creative Direction

## About Me:

A creative, big-picture thinker with story expertise and exceptional sales-based copywriting, marketing, and project direction, from concept to completion, and beyond. Working in a diverse range of industries has led me to serve non-profits, product importers and distributors, and self-starters. I am a retired gymnast who still loves healthy competition and has laser-sharp focus. I am looking for a challenging position that utilizes my extensive experience and favors a unique personality with a great work ethic.

## Work Experience:

### DM Merchandising

Gift Industry Wholesaler, Elmhurst, IL

July 2011 – May 2025

- **Domestic & International Sales Associate**, August 2019–May 2025: Facilitated sales activities from order entry through shipping for catalog houses, brick-and-mortar sellers, boutiques, marketing groups, and distributors all over the world. Created sales pitches and presentations, working directly with key accounts. Designed and developed custom items for companies such as Colony Brands, Girl Scouts of the USA, Uline, and Quill.
- **Marketing/PR Manager**, October 2014–January 2020: Pathfinder toward external company relations. Resident storyteller, senior copywriter, and editor for product packaging, B2B sales and marketing materials, web and brand presentations. Key partner in determining product positioning and target markets. Published and designed new product catalog, helped create sell sheets, and various other marketing vehicles, including launching social media for the company's top brands.
- **Copywriter/Assistant Product Developer**, July 2011–October 2014: Wrote promotional product copy for web, packaging, and sales presentations. Assisted with photography, graphic design, and art direction. Brainstormed and helped develop products, including design, packaging, correspondence, and tracking with factories in China, Korea, and India.

### Concept Laboratories

Beauty Developer/Manufacturer, Chicago, IL

June 2002 – April 2011

- **Creative Manager**, October 2006–April 2011: Served as an integral part of the product development team. Responsible for the accuracy of the information on all product packaging, while continuing to perform all duties of Art Supervisor (listed in the next entry). Managed creative freelancers and headed product advertising creation and scheduling.
- **Art Supervisor**, June 2002–October 2006: Worked with clients to create product packaging, container decoration and labeling, retail box, displays, and signage. Designed and maintained labeling for in-house product lines and private label packaging. Wrote copy for product labels, advertising, and website. Directed and managed the conception, design, and production follow-through of bath and beauty kits manufactured in China. Assisted sales with presentations and coordinated marketing materials.

## Software

- Adobe Creative Suite
- MS Office Suite
- Canva
- NetSuite
- Asana
- Power BI
- MailChimp

## Industries

- Gift Retail & Wholesale
- Impulse & Seasonal
- Health & Beauty
- Clothing & Footwear
- Athleisure & Fitness
- Personal Care
- Kitchenware
- Non-profit
- B2B & D2C

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# Non-Profit/Freelance:

## American Sokol Organization

Fitness & Social Programs, Brookfield, IL

**Member 2002 – present**

- **Central District Marketing/PR Director**, November 2014–present: Pro bono develops and maintains the district [website](#), social pages, and creates promotional event materials, including logos, flyers, and pitch letters.
- **Editor**, *American Sokol National Publication*, April 2014–May 2020: Designed and published a 12-20 page newsletter six to nine times a year. The content included member profiles, historical recaps, calendars, coverage of events, and solicited stories from prominent members of the organization. Produced in InDesign and distributed via MailChimp, plus a printed version.
- **Unit Member**, Sokol Tabor, Berwyn, IL, 2006–present: Non-profit fitness and social community that focuses on physical activities and cultural education. As both a youth and an adult member, I attend classes, competitions, and events.
- **Editor**, *Tabor Talk* newsletter, Sokol Tabor, Berwyn, IL, 2008–2014
- **Fitness Instructor**, Sokol Tabor, Berwyn, IL, 2008–2011

# Education:

## Bachelor of Arts in Journalism

Eastern Illinois University

**1991-1995**

- Double minor in Public Relations and Professional Writing
- PRSSA Chapter President, two years

## Certificate in Graphic Arts/Desktop Publishing

Triton College

**1995-1996**

- Print and software emphasis
- President's Honors List

# References:

## Bruce Hirschel

### DM Merchandising / Key Accounts Manager

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## Jennifer Zayas

### DM Merchandising / Operations Order & Project Manager

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## Christina Curran

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