

Julie Boton

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creativitreecopy.com

Where great ideas take root: award-winning branding & copy.

Growing your brand is my passion with carefully cultivated content rooted in solid expertise. Seeing every project as an organic team effort, I love working closely with clients, art directors and production departments throughout every phase of project development. Most of all, I love learning about YOU. Your business. Your markets. Your dreams. Your needs. Awards: Telly Award, Canfield Beverage Company; Catalog of The Year, Enesco Corp.; Best Small Booth Design, Grainworks Organic Tillers & Millers.

SKILLS: *Concept generation and development for advertising, promotional and educational communications in every media format: print, online, TV and radio. Social media content creation and strategy implementation. PR including writing and submitting news releases and interfacing with news organizations. Production including inputting html content directly into websites, databases and print layouts, graphics manipulation, full video, podcasts, voiceover and music jingle production and more.*

CEO/Creative Director: Creativitree Copy, 1987 - Present

- **Natural/Organic Products Industry:** Branding, consumer and corporate communications in every media format for leaders in the natural & organic food, personal care, cannabis and supplement sectors. Clients include: Tree of Life Organic Foods, Indianlife Foods, Nature's Path Organic Foods, Natural Factors, Sisu, Spud.ca, Whole Foods, Walnut Acres Organic Foods and more.
- **Insurance/Financial:** Corporate communications in every media format for clients in the insurance, financial and healthcare industries. Duties include both consumer and corporate styles. work on Group Benefits, Worker's Compensation and HR materials. Clients include Blue Cross Canada, Dann Insurance, Plexus Corp, Lubin-Bergman and more.
- **Mainstream Grocery:** Print, radio, television, POS and music jingles for national mainstream grocery manufacturers and grocery store chains including Eagle Country Market, Jewel Food Stores, Dominick's Finer Foods, Omni Superstores, Canfield Beverage Company and more.
- **Catalog & Retail:** Award-winning catalog and web work for Enesco Corp., catalogs for Crate&Barrel, Walnut Acres Organic Farm, Hammacher Schlemmer, the Bradford Exchange, Bloomingdale's, Sears and other clients in home furnishings and retail.
- **Non-Profit & Educational:** Print and catalog work for educational/book publishers and non-profit agencies including The Chicago Childrens Museum, the Lincoln Park Zoo, Britannica Home Library Service, World Book, Compton's Encyclopedia and educational videos.
- **Real Estate:** Print, web and radio copy for the real estate and hotel/tourism industries. Clients include United Homes, Baird & Warner, Grubb & Ellis, Marriott, Radisson, The Missner Group, Montalbano Homes and more.
- **Manufacturing:** Business-to-business print for clients in a broad range of industries for various industrial manufacturers.
- **Music Industry:** Created, branded and handled all sales/marketing for Dave Ivaz Music, a successful live event music company and took sales from startup to over \$250K annually.
- **On-Staff Position:** 1984-1987: Vice President of Creative for Hal Dickens Advertising.
- **On-Staff Position:** 1981-1984: Staff writer/adminstrative manager for R.I. David & Company.
- **On-Staff Position:** 1980 - 1981 Alden's Catalog House, full-time staff copywriter.

Education

BCIT (Vancouver): New Media & Web Design Program, Senior Management Certificate
Northern Illinois University: B.S. Journalism, Music Minor

