

Julia is an internationally acclaimed writer. Starting as a playwright and screenwriter, she made a swift and impressive transition into copywriting as the recipient of the [Gold Craft Award for Copywriting](#) at the 2022 Marketing Awards (Strategy Online). Her spots have been featured in [AdWeek](#); [The Stable](#); [Shots](#); [Trendhunter](#); [The Message](#), etc. Julia is an apt collaborator, fast and willing learner, and confident leader. She has a unique voice and big imagination.

COPYWRITER (Freelance)

BETTERHELP (Production Company: Untitled Films) [“WANT”](#)

WINNER of the [GOLD CRAFT AWARD for COPYWRITING](#) at the 100th Marketing Awards (Strategy Online)

SHORT-LISTED for a One Club Award (The One Club for Creativity) and

BETTERHELP (US); HAVEN (CANADA) [“DISTANT FRIENDS”](#)

Created in response to mental health during COVID and then sold nationally (to Haven Helpline) and internationally (to Better Help). It is the most successful/shared spot of all time for both companies.

BETTERHELP [“NOT IN THE CARDS”](#)

PHANTOM (Agency: [Veto Studio](#))

A re-brand of Phantom Screens, currently in pre-production/planning.

TRINITY WESTERN UNIVERSITY (Agency: Veto Studio)

Worked on a new campaign geared at students for Trinity Western.

THE NEW VIC MCGILL (Cicada)

Copy for outreach content (video and print), to secure additional government funding for the project.

SUBARU CANADA (Geared Content) SUBARY STARLINK CONNECTED campaign (web)

Combined, simplified, and incorporated information about Subaru Starlink into a series of video spots.

CENTRAL COUNTIES TOURISM (Colour) “GET OUT OF WORK EARLY” campaign

Developed ideas and wrote a series of ads for Central Counties Tourism.

INSPIRING VOICES (Forge Media) Holodomor Educational Videos

Wrote the scripts for five educational videos in the voices of famous historical figures surrounding the Ukrainian genocide, Holodomor. These short films tour continuously to communities and schools in the Holodomor Mobile Classroom (a large bus that travels nationally).

SOCIAL MEDIA CONTENT:

CARMILLA Smokebomb/Shafesbury **Role:** Creative Consultant, editor

Helped create and edit online narrative content for the award-winning hit web-series, *Carmilla*. This included twitter strategizing and writing character social media accounts, creating blog content, generating ideas for Instagram posts, working on scripts for a spin-off podcast, etc.

OTHER RELEVANT WORK:

Legal Practice Program Metro Toronto University **Role:** Role Player

Worked with and gave feedback to law students, portraying a number of clients in different situations, from meetings to arbitration, and trial scenarios, in person and over zoom. Performed this work for eight years, gaining insight into Law, its language, and its practices.

JULIA LEDERER
Freelance Copywriter

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PLAYWRITING:

Julia's plays have been performed all over the world: in Los Angeles, New York, Chicago, Alaska, Paris (translated), Texas, Boise, London, Vancouver, Alberta, Toronto, etc.

Of her work, *New City Stage Chicago* wrote that her work, "rises to a rare level of universal truth, all while making us laugh. A lot."; *The Los Angeles Time* wrote, "Lederer's dialogue is laced with sophisticated poetry and wry insight," and *The Toronto Star* said, "Julia Lederer is a writer with a delightfully original voice."

Julia has been nominated for two Tom Hendry Awards (Playwrights Guild of Canada).

WITH LOVE AND A MAJOR ORGAN, was part of Theatre @ Boston Court's Polly Warfield Award-winning season and nominated for "Best Production" by the Los Angeles Drama Critics Circle Awards.

TELEVISION INCLUDES:

KIM'S CONVENIENCE (CBC/THUNDERBIRD)

Writer 2018

Selected from over 800 applications to work on the 4th season of the award-winning hit, KIM'S CONVENIENCE, as part of CBC's Emerging Writers Room. SHOWRUNNERS: Ins Choi & Kevin White.

FILMS INCLUDE:

WITH LOVE AND A MAJOR ORGAN (*feature film adaptation, writer*)

Director: Kim Albright, **Producer:** Madeleine Davis, **Status:** SXSW Premiere, 2023

Other: Selected for the 2019 Whistler Film Festival Screenwriters' Lab, short-listed for Sundance Feature Lab, recipient of Telefilm's Regional Productions funding and Harold Greenberg funding.

IT'S NOTHING (*short film, writer*)

Premiere: 2019

A TIFF 2019 "must-see" – Norm Wilner, NOW Magazine

Director: Anna Maguire, **Producer:** Jessica Adams, **Status:** Completed.

OFFICIAL SELECTION: The Toronto International Film Festival; Festival du Nouveau Cinéma (Montreal); London Short Film Festival (UK); THESS International Short Film Festival (Greece); Cinemagic (Belfast); Abertoir (Wales); MOTELX (Lisbon); Rouen Nordic Film Festival (France); PÖFF Black Nights (Estonia), ETC

PUBLICATIONS

Books: *I've Been Thinking About Vanishing* (Baseline Press 2022)

With Love and a Major Organ ([J.G. Shillingford Publishing](#), Scirocco Press 2016)

Selected Essays:

TIFF'19: IT'S NOTHING EXCAVATES MY EXPERIENCE... for She Does the City, Published 2019

VOLDEMORT NERVOSA for Bitches Be Wiches, Published 2017

COOL GHOST for The Town Crier (of The Puritan), Published 2017

SELECTED WRITING FOR AUDIO: (*produced short pieces performed*)

"Cool Ghost (Please Haunt Me)": Created for The Hidden Station, UK.

"With Love and a Major Organ": Created with the support of the Canada Council for the Arts

EDUCATION:

2006 – 2008

University of Toronto: MA in Drama Studies

2001 – 2005

University of King's College & Dalhousie: First Class Honours in Early Modern Studies & Theatre, Recipient of the Christine Zinck Book Award.

WEBSITE:

www.julialederer.ca

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