



Julie Cortés, Co-Founder

Freelancers University
Kansas City, MO

A 15-year veteran of the advertising/marketing industry, Julie Cortés is a successful, award-winning [freelance copywriter](#) and proofreader. Since graduating from The University of Kansas, the self-proclaimed CopyDiva has been an active member, volunteer and leader of the ad community – including three years as Ad2 Communications Director, President and Immediate Past President for [AAF-KC](#) – and is often sought out for speaking engagements and media interviews.



In 2003, Cortés founded [The Freelance Exchange of Kansas City](#) — a not-for-profit professional trade organization specifically for those who are self-employed in the advertising/marketing industry, in which freelancers swap notes, find and offer mentorship, and expand their networks. The club also provides businesses and ad agencies a free resource to easily find the talent they need. She served on the board as President and Past President for seven years and is still an

advisor to this day.

Seeing a need for more, in the summer of 2011, Cortés, along with partner Jacob McDaniel, started [Freelancers University](#) — a new business venture that provides savvy advice, best practices and industry standards to the creative self-employed professional. Freelancers U offers classes, workshops, resources, videos and downloads to enable freelancers the ability to learn the basics of starting, running and succeeding in business.

Cortés enjoys spending time with her husband, Chris, and their black lab/border collie mix, Cabo. In her spare time, she plays volleyball, attends rock concerts and dabbles in interior decorating.