

KELLY BUTLER

Ideas, Copywriting and Content Development

CONTACT



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LOS ANGELES



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EDUCATION

ADVERTISING || COPYWRITER
Chicago Portfolio School

BACHELORS || PUBLIC RELATIONS
Texas Tech University

SKILLS

- Brand Campaigns
- Copywriting
- Marketing
- Websites
- Social media
- Digital/Interactive
- SEO inclusion
- UX Writing
- Branded Content
- Content planning
- Advertising
- Commercials
- Collateral

WELL, HELLO THERE...

Over the years, I've worked with agencies, companies and consultancies in a variety of ways. Whether I'm concepting brand campaigns, writing witty web copy, coming up with a content strategy, or whatever else you throw my way, I bring a breath of creative experience and a "can do" attitude.

PROFESSIONAL EXPERIENCE

FREELANCE CREATIVE DIRECTOR/COPYWRITER

Freelance || Los Angeles and Chicago || January 2017 – Present
B2C and B2B clients/agencies include Edelman, Accenture, Bottom Line Marketing, Critical Mass, Illinois Institute of Technology, Current Marketing, Sapient, Razorfish, Lyons Consulting Group, DDB, EDF Renewable Energy, Beyond Law, Burt's Bees, Neutrogena, Adidas, Payless, Meow Mix, Folgers, Pillsbury, Utter Nonsense, Keebler Crackers, Eggo, Pringles, Starbuck's, Evolution Fresh, Tazo, Surf Sweets, New Balance, Aveeno, USAA, HP, Microsoft, 2 GINGERS Irish Whiskey, Jim Beam Single Barrel, Greenies Pet Treats, Kellogg's, Slim Jim, Auto Zone, Basil Hayden's, Spice Islands, Sprint, Kitchen Aid, Fisher Price, Tubi, Astroglide and University of Phoenix

ASSOCIATE CREATIVE DIRECTOR (COPYWRITER)

Leo Burnett || Chicago || May 2014 – Jan 2016
TV/Video/360 campaign spots for CPG brands: Silk Milk, International Delight, McDonald's, Keebler, Samsung and Kellogg's

SENIOR COPYWRITER

Critical Mass || Chicago || June 2011 – July 2013
Websites for United, Lotto, Miami Tourism, Humana, HP, Clorox and Nissan

COPYWRITER

FCB || Chicago || March 2008 – August 2010
TV spots for KFC, Kmart, Motorola, Taco Bell, Dow, Cool Whip and Jell-O

MARKETING MANAGER

APQC || Houston || December 2002 – March 2007
Managed the marketing team including the graphics department, spearheaded the company rebrand and developed 360 campaigns.

ACCOUNT EXECUTIVE

Easterly & Co. || Houston || October 2000 – September 2001
Managed between 8-12 local and national annual report accounts and worked with the creative department to ensure client's needs were met.

MARKETING MANAGER

U.S. Physical Therapy || Houston || November 1997 – April 2000
Managed the in-house creative team, served as the account lead for 30+ PT/OT clinics nationwide, spearheaded all parent company campaigns, and organized nationwide tradeshows.

KELLY BUTLER

SKILLS

➤ TECHNICAL

Stand-up Comedy



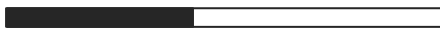
Axe Throwing



Diffusing Awkward Moments with Humor



Trapeze



Goat Yoga



AWARDS

ADDY AWARDS JUDGE

Various Cities || 2015-2020

EMMY, :60 TV (PSA)

CASA: One Boy's Story

HOW MAGAZINE, WEBSITE

Compass to Care

EFFIE BRONZE, 360 CAMPAIGN

Taco Bell Drive Thru Diet

YOUNG GUNS FINALIST, PRINT

Cybershot Campaign

LANGUAGES

- English
- Sarcasm 😊

INTERESTS

- Live storytelling
- Registering people to vote
- Learning Spanish
- Hanging out with my nephews

ADDITIONAL EXPERIENCE

FREELANCING FEMALES CALIFORNIA LEAD

Freelancing Females || Los Angeles || February 2019 – Present

Freelancing Females is a global organization Facebook group with 50K. I run the California chapter, the largest local chapter in the country, at 5K members.

ART OF FREELANCE TEAM LEAD

Art of Freelance || Los Angeles || March 2019 – Present

Art of Freelance is a 10-week, remote, accountability course designed to help creatives finish their personal passion projects. I lead a team of 8-20 creatives.

INSTRUCTOR

Chicago Portfolio School || Chicago || 2010 – 2015

I taught concepting, TV/video campaigns and writing classes.

REFERENCES



LAUREEN FEENY

Executive Creative Director

Instrument

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