

# KELLY BUTLER

My motto: Work hard, play nice.

## CONTACT



312-860-1682



KELLY@KELLYBUTLER.COM



LOS ANGELES



LINKEDIN.COM/KELLYBUTLER



WWW.KELLYBUTLER.COM

## EDUCATION

ADVERTISING || COPYWRITER

Chicago Portfolio School

BACHELORS || PUBLIC RELATIONS

Texas Tech University

## SKILLS

### > PROFESSIONAL

- Copywriting
- 360 Campaigns
- Websites
- Social Media
- Digital/Interactive
- TV/Video Scripts
- Marketing
- Branded Content
- Advertising
- Experiential
- App Content

## WELL, HELLO THERE...

For 10 years, I've been pitching original ideas, crafting content that sticks, and creating stories in the shape of carefully chosen words for some of the biggest brands in the world. Now, as a freelancer, I partner with companies directly to bring them agency-level talent at a fraction of the cost and speed to market.

## EXPERIENCE

### FREELANCE CREATIVE DIRECTOR/COPYWRITER

Freelance || Los Angeles and Remote || January 2017 – Present

Over the years, I've worked with agencies, companies and consultancies in a variety of ways, both onsite and remote. Sometimes I'm concepting traditional TV, digital video and 360 campaigns. Other times, I'm crafting compelling copy, rooted in a client's existing brand, that converts. Either way, I bring a wide breadth of creative experience and a "can do" attitude to the table.

*Clients: Edelman, Accenture, Critical Mass, University of Phoenix, Sapient, Razorfish, DDB, Beyond Law, Burt's Bees, Neutrogena, Adidas, 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, AMEX and Tubi*

### FREELANCING FEMALES CALIFORNIA LEAD

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

Freelancing Females is a global organization with 42K members. I was tasked by the founder to set up and grow the California chapter. It's now 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.

### ASSOCIATE CREATIVE DIRECTOR (COPYWRITER)

Leo Burnett || Chicago || May 2014 – Jan 2016

*TV/Video/360 campaign spots for: Silk Milk, International Delight, McDonald's, Keebler, Samsung, Kellogg's, PeaceOne Day, International Delight and McDonald's*

### INSTRUCTOR

Chicago Portfolio School || Chicago || 2010 – Present

I taught concepting, TV/video campaigns and writing classes

### SENIOR COPYWRITER

Critical Mass || Chicago || June 2011 – July 2013

*Video 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*

# KELLY BUTLER

## SKILLS

### ➤ TECHNICAL

Stand-up Comedy



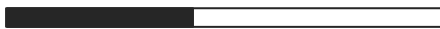
Knife/Axe Throwing



Diffusing Awkward Moments With Humor



Trapeze



Goat Yoga



## AWARDS

ADDY AWARDS JUDGE

Various Cities

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

Sony Cybershot Campaign

## LANGUAGES

- English
- Sarcasm 😊

## INTERESTS

- Live storytelling
- Registering people to vote in CA
- Learning Spanish
- Surviving 2020

## EXPERIENCE CONTINUED ...

### MARKETING MANAGER

APQC || Houston || December 2002 – March 2007

Some highlights from my tenure at APQC (a consulting firm):

- Managed entire marketing team including graphics department
- Served as the bridge between creative and C-suite management
- Managed department budget, salaries and hires
- Spearheaded company rebrand, which included copywriting and design
- Developed 360 campaigns including direct mail, email and website

### ACCOUNT EXECUTIVE

Easterly & Co. || Houston || October 2000 – September 2001

Some highlights from my tenure at Easterly & Co. (a design agency):

- Managed between 8-12 local and national annual report accounts
- Served as client liaison as well as managed schedules and budgets
- Worked with the creative department to ensure client's needs were met

### MARKETING MANAGER

U.S. Physical Therapy || Houston || November 1997 – April 2000

Some highlights from my tenure at USPT (Fortune 500 company):

- Managed entire in-house creative team
- Served as account lead for 30+ PT/OT clinics nationwide
- Wrote, designed and managed all parent company campaigns

## REFERENCES



LAUREEN FEENY

Executive Creative Director

Instrument

773-562-2970

laureen.feeny@instrument.com



SKIP TRAMONTANA

Creative Director

Guaranteed Rate

733-960-3728

s@skiptramonta.com



BREDA MCGING

Senior Creative Recruiter

Digitas North America

312-722-7966

breda.mcging@digitas.com



SARAH LATZ

Director of Education

Chicago Portfolio School

843-222-1886

sarah@chicagoportfolio.com