



KELLY BUTLER

CREATIVE DIRECTOR, COPYWRITER

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PROFESSIONAL SUMMARY

COMBINES CREATIVITY AND STRATEGY RESULTING IN EXCITING IDEAS AND ENGAGING COPY.

B2B in-house marketing manager turned B2C advertising agency copywriter with background in digital and traditional media. Built reputation as someone who can effectively work solo or seamlessly plug into any team. Works with companies, agencies, and consultancies and can easily adapt to moving targets and deadlines.

KEY STRENGTHS

Copywriting | Advertising | Creative Direction | Digital Marketing | Social Media | Creative Strategy | Public Relations Content Strategy | Brand Voice and Tone | 360 Campaigns | Television, Video Scripts | Experiential | Website Content Integrated Marketing | UX Writing | Branding | Shopper Marketing | Influencer Marketing | Apps | Brand Partnerships

CAREER HISTORY

FREELANCE, CREATIVE DIRECTOR, COPYWRITER

January 2016 – Present

Los Angeles, CA

Award-winning creative with 15+ years pitching original ideas, crafting content that sticks, and creating stories in the shape of carefully chosen words for some of the world's biggest and smallest brands.

CLIENTS: B2C: McDonald's | Burt's Bees | Neutrogena | University of Phoenix | Adidas | Payless | Meow Mix | Folgers | Pillsbury | Utter Nonsense card game | Bobby's Bike Hikes | Keebler Crackers | Humana | Eggo's | Pringles | Evolution Fresh | Tazo | Surf Sweets | New Balance | Aveeno | Fisher-Price | Tubi | Microsoft | Aldi | HP | Astroglide | My Baby's Heartbeat Bear | Fossil | Chrysler Pacifica | Chase

CLIENTS B2B: Starbuck's | EDF Renewables | BeyondLaw | GP Strategies | TrueCare Healthcare | AgingNext | Zoom | PhysIQ | T-Mobile

AGENCIES: FCB | Havas | Leo Burnett | Razorfish | DDB | Accenture | Walton Isaccson | Edelman | Digitas | Critical Mass | Upshot

INDUSTRIES: Food and Beverage | Technology | Telecom | Healthcare | CPG | Lifestyle | Travel | Entertainment | Beauty | Nutrition Wellness | Fashion | Fitness | Home Improvement | Sustainability | Interior Design | Pet Health

AWARDS: Six-time ADDY Awards show judge | Emmy winner, Outstanding Achievement, PSA, "CASA: One Boy's Story" | Bronze Effie: Taco Bell's "Drive-Thru Diet" Campaign | HOW Magazine Creativity issue featuring "Compass to Care" website

KEY ACHIEVEMENTS AND RESPONSIBILITIES

- **Concepted brand campaign using OOH, digital, and experiential, for Accenture sponsorship of Cannes Lion event.**
- **Joined core writing team for the "adult version" of humorous card game, "Utter Nonsense," sold in Target stores.**
- **Led copywriting for Neutrogena and HP website redesigns, producing site and product description copy.**
- **Crafted digital and OLV campaign ideas for Accenture clients, including Fossil, Tubi, and Chrysler Pacifica.**
- **Created social media campaigns for Razorfish focused on multiple LOBs on Smucker's.**

"Kelly has the ability to rally a team and keep them moving to the goal line, all while building and executing campaigns across channels." -Eva Neveau, Global Chief Creative Officer, eg+ Worldwide

ASSOCIATE CREATIVE DIRECTOR, COPYWRITER

May 2014 – January 2016

Leo Burnett | Chicago, IL

Worked on-site with ACD partner, who was 100% remote, focusing primarily on :30 TV spots and integrated campaigns.

Clients: Kellogg's, Silk, International Delight, McDonald's, and Keebler

KEY ACHIEVEMENTS AND RESPONSIBILITIES

- **Presented and sold TV and OLV campaigns while on Kellogg's team for Frosted Flakes and Frosted Mini-Wheats.**
- **Developed B2C and B2B campaign ideas for McDonald's pitch, including TV, OOH, digital, POS, website, and apps.**
- **Generated print campaign for Keebler cookies under tight deadlines, nailing it on the first round with very few changes.**
- **Sold TV campaign idea for Silk which eventually led to additional print, digital, and radio work.**
- **Oversaw junior creative team on brand partnership between Kellogg's Fruit Loops and Walt Disney's "Finding Dory" movie launch.**

INSTRUCTOR

March 2010 – March 2015

Chicago Portfolio School | Chicago, IL

Taught various classes weekly, including concepting, headline writing, and integrated campaigns to first and second-year copywriters, art directors, and graphic design students.

FREELANCE SENIOR COPYWRITER

August 2013 – May 2014

Chicago, IL

Worked long-term contracts with top agencies including Leo Burnett, Edelman, Digitas, and Walton Isaacson.

Clients: 2 GINGERS Irish Whiskey, Jim Beam, Greenies pet treats, Slim Jim, Basil Hayden's, Spice Islands, Sprint, Kitchen Aid, and John Frieda

KEY ACHIEVEMENTS AND RESPONSIBILITIES

- Selected for responsive team, “Brand Live,” on Sprint with daily morning stand-ups and rapid concepting based on current events.
- Wrote B2B concepts and collateral for 2 GINGERS Irish Whiskey branded mobile RV experience with bartenders as the target audience.
- Managed social media calendar content monthly for Kellogg’s brands, including copywriting and client presentations.
- Executed digital banner campaign ideas for Kitchen Aid and managed monthly content and production of newsletter for John Frieda.

SENIOR COPYWRITER

July 2011 – July 2013

Critical Mass | Chicago, IL

Brought on board to help elevate B2C concepting and guide web designers on how to effectively work with copywriting partners.

Clients: United, Illinois Lottery, Miami tourism, HP, Clorox, and Nissan

KEY ACHIEVEMENTS AND RESPONSIBILITIES

- Led copywriting for Humana B2C website redesign, developing content matrix, working closely with UX and design teams.
- Launched microsites for Nissan Leaf and reimagined online car shopping experience for Nissan retailers.
- Ideated integrated B2C and B2B campaigns for HP, including digital experiences, landing pages, social media, and product copy.
- Pitched integrated campaigns for Miami tourism, IoT-focused concepts for USAA, and digital campaigns for Illinois Lottery.

ADDITIONAL EXPERIENCE

“FREELANCING FEMALES CALIFORNIA” LEAD | LOS ANGELES

- Built Freelancing Females California online community from the ground up, currently at 10K+ members, as part of international Freelancing Females organization, the world’s largest community of women freelancers.

SENIOR COPYWRITER | COLOSSAL SQUID INDUSTRIES | CHICAGO, IL

- Digital campaigns, OLV, social media, and websites | *Client: Kimberly Clark*

COPYWRITER | FCB | CHICAGO, IL

- TV and radio campaigns | *Clients: KFC, Kmart, Motorola, Taco Bell, Dow, Cool Whip, and Jello*

EDUCATION

- Chicago Portfolio School | Chicago, IL | Copywriting
- Texas Tech University | Bachelor of Arts | Lubbock, TX | Major: Public Relations | Minor: Marketing

TECHNICAL SKILLS

- Microsoft Office | Adobe Photoshop | Google Suite | Asana