



KELLY BUTLER

Beverly Hills, CA 90211 • 312.860.1682 • kelly@kellybutler.com • [linkedin.com/in/kellybutler](https://www.linkedin.com/in/kellybutler) • [kellybutler.com](https://www.kellybutler.com)

CREATIVE DIRECTOR, COPYWRITER

B2B/B2C/DTC marketing manager turned creative director leveraging AI responsibly to enhance creativity and improve workflows.

SKILLS: Creative Direction • Copywriting • AIO/AEO/GEO strategy, SEO/SEM, GenAI, Automation • Concepting • Claude, ChatGPT, Codex • Content Strategy • Advertising • Digital Marketing • AI Safety • Social Media & Marketing Campaigns • Brand Voice • Scriptwriting • Experiential • Email • Websites • Integrated Marketing • UX Writing • Branding • E-commerce • POS • Shopper • Influencer Marketing

AGENCIES: Accenture • Havas • FCB • Leo • Razorfish • Walton Isaacson • Edelman • Digitas • Critical Mass • Upshot

IN-HOUSE: Microsoft, HP, University of Phoenix, T-Mobile, Nissan, Town & Country Resort, Crisis Prevention Institute (CPI), AmSpec

INDUSTRIES: QSR • Food & Beverage • Technology • TIC • Telecom • Healthcare • CPG • Life Sciences • Travel • Music & Entertainment • Beauty • Nutrition • Wellness • Fashion • Fitness • Home Improvement • Automotive • Interior Design • Pharmaceutical • Education

CAREER HISTORY

CREATIVE DIRECTOR, COPYWRITER • LOS ANGELES, CA

1/2016 – PRESENT

Partner with consultancies and in-house brands, serving as conceptual of integrated campaigns, copywriter, and content manager.

Clients: Accenture, Microsoft, HP, USAA, Neutrogena, Humana, EDF Renewables, AmSpec, BeyondLaw, GP Strategies, TrueCare Healthcare, Zoom, PhysIQ, T-Mobile, University of Phoenix, Fisher-Price, Tubi, and Town & Country Resort

- **Lead Music, Media, and Entertainment panel for AILA's 2026 annual AI conference**, resulting in highest attendance to date.
- **Manage copywriting for AmSpec website**, working with SMEs and LLMs to optimize content for SEO and create AIO strategy.
- **Pioneer digital content strategy for Neutrogena** that simplified complex skincare formulations and streamlined legal reviews.
- **Create Cannes Lions integrated campaign for Accenture** using digital, OOH, and interactive pop-ups to drive website traffic.
- **Surge open and view rates 22% for CPI** by reimagining content strategy, implementing best practices, and instilling A/B testing.

ASSOCIATE CREATIVE DIRECTOR, COPYWRITER • LEO BURNETT • CHICAGO, IL

5/2014 – 1/2016

Created and produced B2C integrated campaigns for Fortune 500 cornerstone clients, including TV spots, digital, and experiential.

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

- **Crafted, presented, and sold TV and OLV campaigns** while on Kellogg's team for Frosted Flakes and Frosted Mini-Wheats.
- **Developed B2C and B2B integrated campaign ideas for McDonald's pitch**, including TV, OOH, digital, POS, website, and apps.
- **Created print and digital campaigns for Keebler cookies** under tight deadlines, nailing it on the first round with few changes.
- **Led junior creative teams on brand partnership** between Kellogg's and Disney, working directly with Disney decision-makers.

FREELANCE SENIOR COPYWRITER • CHICAGO, IL

7/2013 – 5/2014

Freelanced long-term with top agencies, including Leo Burnett, Edelman, Digitas, Walton Isaacson, FCB, DDB, Havas, and more.

Clients: 2 GINGERS Irish Whiskey, Jim Beam, Greenies pet treats, Slim Jim, Basil Hayden's, Spice Islands, KitchenAid, and John Frieda, Keebler Crackers, Humana, Eggo's, and Pringles

- **Selected for Digitas' responsive team**, "Brand Live," with daily stand-ups and rapid concepting based on current events.
- **Led copy for HP's e-commerce website**, writing PDP pages that infuse brand voice, simplify jargon, and follow strict guidelines.
- **Helped create 2 GINGERS Irish Whiskey's B2B mobile RV experience** and execute localized brand campaigns across 25+ cities.
- **Managed monthly social media calendar content**, newsletters, and emails for Kellogg's, Kimberly-Clark, Unilever, and more.

SENIOR COPYWRITER • CRITICAL MASS • CHICAGO, IL

7/2011 – 7/2013

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

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

- **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, increasing sales.
- **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.

EDUCATION

- Chicago Portfolio School ▪ Chicago, IL ▪ Copywriting
- Texas Tech University ▪ Bachelor of Arts ▪ Lubbock ▪ Public Relations and Marketing

TECHNICAL SKILLS

- Microsoft 365 | Adobe Creative Suite | AI: ChatGPT, Midjourney, Claude, Codex, Perplexity, Copilot, Gemini | Google Suite

AWARDS

- ADDY Awards Show Judge for NY (district), Buffalo, Madison, Fox River, Colorado Springs, Dubuque, Seattle, Denver, and more
- Telly Award Silver Winner for Cause Marketing, "CASA: One Boy's Story," :60 TV
- Emmy winner for Outstanding Achievement for Community/Public Service, "CASA: One Boy's Story"
- Bronze Effie, Taco Bell's Drive-Thru Diet campaign
- HOW Magazine's Creativity issue, Compass to Care website
- Silver Winner at PromaxBDA North America Design Competition, "CASA: One Boy's Story," :60 TV
- CMYK Magazine, Sony Cybershot campaign
- Young Guns Finalist, Sony Cybershot campaign

ADDITIONAL ROLES

COPYWRITER • FCB • CHICAGO, IL

Created TV spots for quick-service restaurants, like KFC and Taco Bell, and integrated campaigns for Oreo, Sharpie, and Kraft.

LEAD/MODERATOR • FREELANCING FEMALES CALIFORNIA • LOS ANGELES, CA

Selected by founder to launch California group, successfully converting free members to paying members via virtual and IRL events.

COURSE LEADER • ART OF FREELANCE • LOS ANGELES, CA

Hired to lead five 10-week accountability courses for creatives across California with 100% project completion rate for participants.

APQC CONSULTING • MARKETING MANAGER • HOUSTON, TX

Managed in-house marketing and design teams. Oversaw B2B marketing campaigns, events, newsletters, website, and more.

EASTERLY & CO • ACCOUNT MANAGER • HOUSTON, TX

Served as account manager for design firm specializing in annual reports. Managed Fortune 500 clients with 100% satisfaction rating.

TESTIMONIALS

"I have had the pleasure of working with Kelly at two different companies. She's a reliable, hardworking talent who is always pushing to get to a better idea. And she has the ability to rally a team, keeping them moving to the goal line all while building and executing campaigns across channels. Her work is great." — Eva Neveau, Chief Creative Officer, Omnicom Content Experiences

"I consider Kelly a mentor. She's thoughtful, driven, a natural leader and just a creative talent. I wanted to emulate her when I was a student and that hasn't changed even when we were peers. Any company would be lucky to have her strategic, thoughtful ideas." — Cassidy Buzin, Group Creative Director, Energy BBDO

"Kelly gets it. She is a talented writer, presenter and team player. She threw herself into every project with a desire to create the best work possible. Our client constantly demanded out-of-the-box thinking across the board and Kelly delivered every time." — Matt Fera, VP, Creative Director, Citi