

KAYTEE CHAMPLIN

CREATIVE COPYWRITER

hello@kaytee.me

(918) 884-8602

[HTTP://KAYTEE.ME](http://kaytee.me)

Enthusiastic copywriter with 8 years experience bringing projects to life through creative, effective writing.
Passionate about sustainability and research.

WORK EXPERIENCE

- 2017** **FREELANCE COPYWRITER & EDITOR**
PRESENT Projects include sustainability blog writing, eCommerce writing at Accenture, content strategy for Collin College, annual report editing for Better Block, and print materials for Get out the Vote.
- 2019** **SENIOR COPYWRITER**
2021 Frito-Lay
Collaborate with art directors in conceptualing and execution of branding, social media, video commercials and product packaging copy.
- 2018** **SENIOR COPYWRITER**
2019 VMLY&R
Brought brand messaging to life through website copy, email, blogs and social media for national brands like Microsoft, IHG, and Colgate.

- 2016** **MARKETING COPYWRITER**
2017 Academic Partnerships
Developed marketing content—websites, landing pages, emails, press releases, ads, social media, and print—for over 40 university clients and programs.
- 2015** **MARKETING COMMUNICATION COORDINATOR**
2016 SAGE Quick Technologies
Oversaw B2B & B2C marketing— emails, newsletters, blogs and editorial calendar, interviews and bios, and print materials.
- 2011** **ADDITIONAL EXPERIENCE**
2015 Instructor, Tulsa Community College
Americorps VISTA Volunteer
Director, Oklahoma Scholastic Writing Awards

SKILLS

LEADERSHIP

Project management
Research & UX
Pitching big ideas

TECHNOLOGY

Canva
InVision
WordPress
MailChimp
CRM

EDUCATION

BACHELOR OF ARTS

Creative Writing
University of Arkansas
Summa Cum Laude