

KAYTEE

CREATIVE COPYWRITER

hello@kaytee.me

(918) 884-8602

STEPHENS

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

With 7+ years copywriting experience, I truly admire the power of words — the right words, chosen with creativity and precision.

WORK EXPERIENCE

2019 SENIOR COPYWRITER

PRESENT

Frito-Lay

Collaborate with art directors in conceptualizing and execution of branding, social media, video commercials and product packaging copy.

2017 FREELANCE COPYWRITER & EDITOR

PRESENT

Projects include content direction at UT Southwestern, content strategy and writing for Collin College, annual report editing for Better Block, and print materials for Get out the Vote.

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

EDUCATION

BACHELOR OF ARTS

Creative Writing
University of Arkansas
Summa Cum Laude

SKILLS

LEADERSHIP AND COLLABORATION

Project Management
Research & UX
CRM Experience