

# KAYTEE STEPHENS

## SUMMARY

With 7+ years marketing and editorial copywriting experience, I'm committed to brand integrity and combining creativity and research in content development.

## SKILLS

Copywriting & editing  
Social media  
Team leadership  
Event coordination

## EDUCATION

Bachelor of Arts  
English, Creative Writing  
*University of Arkansas, 2011*

## CONTACT

hello@kaytee.me  
(918) 884-8602  
<http://kaytee.me>

Video resume: [kaytee.me/video](http://kaytee.me/video)

## WORK EXPERIENCE

Copywriter  
*Frito-Lay*  
2019-Present

- Concepting and writing social media campaigns, scripts for commercials, product packaging copy for brands like Tostitos, Smartfood, Stacy's and more.

Copywriter  
*Freelance*  
2017-Present

- Content management for UT Southwestern.
- Copywriting & content/UX strategy for Collin College.
- Copyediting for a national non-profit.
- Writing video scripts for a major software company.

Senior Copywriter  
*VMLY&R*  
2018-2019

- Website, email, and social media for national brands like Microsoft and IHG.
- Research and article writing for Colgate.
- Concepting, collaboration, and strategy development with designers and art directors.

Marketing Copywriter  
*Academic Partnerships*  
2016-2017

- Developed marketing content for over 40 university clients.
- Projects included websites, landing pages, emails, press releases, ads, social media, and print assets.

Marketing Communication  
Coordinator  
*SAGE Quick Technologies*  
2015-2016

- Coordinated team of writers and designers in both B2B and B2C marketing campaigns.
- Projects included video scripts, press releases, web content, email campaigns, newsletters, interviews and bios, tradeshow signage, and print materials.
- Maintained company blog by writing and publishing posts, and managed social media editorial calendar.

Additional Experience

- Program Manager, Tulsa Community College
- Summer Instructor, Tulsa Community College
- Americorps VISTA Volunteer
- Director, Oklahoma Scholastic Writing Awards