

# J. CALLAGHAN KENNEDY

## Copywriter

A creatively-driven copywriter specialized in online consumer-centric companies. Focuses on bringing big ideas to life in the form of performance-based creative executions. Has a deep comprehension for how each piece of copy fits into the customer journey and building a brand identity.

## Work Experience

### **Stock Navigators | 2020 - 2022**

#### *Copywriter, Junior Copywriter*

- Wrote, edited, and researched creative marketing copy for emails, social ads, webinars, direct response, and more
- Developed concepts and executions for new product launches
- Led the marketing team in high-level ad planning, continued education, and competitor/customer analysis
- Planned and scheduled company events to create a strong culture

### **Shutterfly | 2019 - 2020**

#### *Junior Copywriter, Copywriting Intern*

- Took larger marketing campaign concept and applied it to print, digital, and social executions
- Developed and wrote ideas to increase brand awareness & loyalty
- Created internal copy guidelines for consistency across creatives

### **KPOP Foods | 2017 - 2019**


#### *Marketing Coordinator*


- Managed and wrote copy for social media accounts, newsletters, blog, and digital ads
- Built a foundation for the brand's tone and voice during growth
- Created concepts with the marketing team on how to expand brand exposure through digital, social, and experiential executions
- Helped manage and create marketing plans for all channels, such as Facebook, Amazon, Google AdWords, etc.


### **BBDO LA | 2018**

#### *Copywriting Intern*

- Wrote copy in client pitch decks for radio, OOH, print, social, and TV
- Developed social executions for major sports partnership from brief to presentation alongside Art Director
- Learned agency rundown from senior creatives

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## Education

### **University of California,**

### **Los Angeles | 2015 - 2019**

*BA in Communications, 3.7 GPA  
Minor in Film, TV, & Digital Media*

## Skills

- Excellent writing ability
- Creative thinking
- Confident public speaking
- Exceptional organizational skills
- Strong communication
- Collaborative team player
- Attune to cultural trends
- Positive culture add

## Tools

- Microsoft Office
- Social Media Platforms
- G-Suite
- Facebook Ads Manager
- Hubspot
- Asana
- ClickFunnels
- Google Ads & Analytics
- Squarespace
- Mailchimp
- Canva

## References

Available Upon Request