

KATELYN BOTTOMS

CURIOUS, CREATIVE, CRAFT-DRIVEN COPYWRITER

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PROFESSIONAL SUMMARY

Copywriter who adapts quickly and makes an impact. Extensive ad agency, in house, design, digital, and brand strategy experience. Highlights: Developing a plan to land the agency more business. Recognizing a client's need and selling a new platform. Contributing beyond assigned role and client work.

SKILLS

- Adaptability
- Attention to detail
- Building client relationships
- Collaboration
- Creativity
- Initiative taking
- Mentoring
- Original concepts
- Persuasion
- Presentation
- Storytelling
- Strategic thinking
- Time management
- Writing

EXPERIENCE

SENIOR COPYWRITER, FCB Chicago | Chicago, IL
A full-service creative agency.

October 2021 – Present

- Launched a new platform for Kleenex, leading to the brand's first campaign in 5 years, and sold a 3D billboard in Times Square.
- Wrote a Pfizer campaign starring Food Network's Sunny Anderson. It reached 23M, the video completion rate went up 75%, and Instagram profile visits increased 127%.
- Won a new business pitch for Walmart fashion.

SENIOR COPYWRITER, The Home Depot | Atlanta, GA
The nation's largest home improvement retailer.

October 2020 – May 2021

- Wrote the weekly homepage at homedepot.com during Covid, a time of DIY-fueled record sales and unpredictable supply chains.
- Managed a fully-remote collaboration with dozens of internal stakeholders to ensure messages were aligned across all touch points and accurately reflected the inventory.
- Led a complete overhaul of the Careers website, which helped the company fill 400 positions over the next 18 months.
- Saw a creative AOR search from the client's perspective.

SENIOR COPYWRITER, Sparks Grove | Atlanta, GA
An experience design agency.

May 2018 – June 2020

- Elevated the work for Delta Air Lines' most-lucrative line of business, moving from one-offs to its first-ever campaign.
- Results: 39% increase in digital click-through rate, 12% increase in email open rate, and Delta won "Best Overall Airline for Business Travel" each year.
- Worked on a team that reimaged what a Fortune 10 oil and gas company's entire billion dollar business model and product portfolio would look like in the year 2050. We explored the future of mobility globally to develop recommendations worth \$40B in net profits. I wrote speculative fiction narratives that brought the recommendations to life.
- Created a Futures Thinking game for the agency to use during client workshops. The game was featured at a global strategic foresight conference.

SENIOR COPYWRITER, Nebo Agency | Atlanta, GA
A 100-person, independent digital agency.

January 2017 – May 2018

- Shifted the e-comm brand FLOR from transactional advertising to narrative storytelling.
- Revised FLOR's brand strategy to align with how customers thought about the category.
- Recognized a storytelling opportunity for FLOR in the environmental space. I proactively created a platform and sold it to the client.
- Results: FLOR reached its annual revenue goal in just 6 months, with 40% more web sales (YOY), 23% more email sales (YOY), and 32% more organic revenue.

SENIOR COPYWRITER, BrightHouse | Atlanta, GA
A purpose-driven creative consultancy.

May 2013 – June 2016

- Crafted narratives and films to help Fortune 500s remember why they do what they do.
- Presented and sold work to Fortune 500 C-Suite executives.
- Work for Interface led to the creation of a carpet tile that reverses global warming.
- Work for Dr Pepper guided innovations like the Strawberries and Cream flavor and found a positive place for the brand in a category that's often under scrutiny.
- Recognized an opportunity to land more business for the agency through its digital presence, so I put together a plan and implemented it. This project played a key role in the company's acquisition by the Boston Consulting Group in 2015.

EDUCATION

University of North Carolina, Chapel Hill
 B.A. Media and Journalism

Miami Ad School, Minneapolis
 Copywriting Certificate

Creative Circus, Atlanta
 Course of Study: Art Direction & Design