

Kelly Cooper

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kellyccooper.com

Brooklyn, NY

Education

Bachelor of Science, California
Polytechnic State University
San Luis Obispo, California
Graphic Communication, 2012
cum laude

Skills

Senior copywriter, branding,
naming, CRM, paid media,
editorial, packaging, UX, video
scripts, VO directing, SEO,
public speaking

Experience

ICF NEXT | Freelance Senior Copywriter

May 2021-Present

BISSELL VACUUMS: Created + executed social sweeps campaign, created social media copy
LUXXOTICA GROUP, WYNDHAM HOTELS & RESORTS: CRM

VMLY&R | Freelance Senior Copywriter

Sept 2020 - April 2021; Aug 2021 - Dec 2021

COLGATE: SEO/rewriting overhaul of Colgate's consumer editorial blog
WALGREENS: Pitch / execution of pilot program for new Walgreens consumer brand
experience
TOM'S OF MAINE: Performed an e-commerce copywriting overhaul for SKUs using new
brand identity and voice

BARKBOX | Freelance Senior Copywriter

Oct 2018-Oct 2021

Worked both inhouse + remote on a freelance basis across multiple verticals—product
naming, e-commerce, CRM, paid media, package copy, Amazon e-commerce

R/GA | Freelance Senior Copywriter

June 2019-Aug 2019

SAMSUNG: Worked on a short-term multi-channel e-commerce pilot program for home
appliances

OKCUPID | Copywriter, Senior Copywriter

Oct 2015-May 2018

Copywriter for OkCupid's high-traffic social media channels; wrote scripts, ads, emails, UX
copy for internal and partnership campaigns for web, mobile and social, was managing
editor for OkCupid's blog; onboarded and edited work of freelance writers, helped execute
2018 DTF campaign in third party event messaging and social strategy

ROSETTA | Ad Age 2015 Agency A-List | Copywriter

Nov 2013-Sept 2015

*name is now Publicis Sapient

SAMSUNG: Brainstormed, pitched and executed creative campaigns, wrote scripts, sizzles
and content for platforms including Samsung.com, retail, apps, UX, print and email.

OTHER FREELANCE CLIENTS: Campari (social media), The Macallan (social media), Simple
Health (rebrand + product launch), Xplor Fitness & Wellbeing (branding), Adult Swim
(cartoons)