

Hi there, I'm Laura Kelley.

A creative director with 12 years of copywriting experience who loves problem solving, mentoring the next generation, and making people laugh.

Portfolio

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Email

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Phone

[Email for number](#)

Square

Senior Copywriter // November 2022 - present

- Led the first-ever release program for the retail audience
- Created a messaging guide to ensure consistency within the vertical
- Collaborated with cross-functional partners on key projects
- Improved pricing page which led to a 40% increase in sign up CTA clicks
- Ran multiple tests on UserTesting to hear from sellers directly

Character

Associate Creative Director // July 2021 - November 2022

Senior Copywriter // December 2020 - June 2021

- Managed the copy team with 3 direct reports — fostered a collaborative, positive, and open team dynamic
- Implemented new verbal identity process to better support copywriters
- Improved our deliverables to make them more useful for clients
- Worked with 15+ startups to establish brand voice, lead naming, and concept/execute launch campaigns
- Clients: Favor (fka The Pill Club), The Sims, Magic Bullet, Fuzzy, and more

TodayTix

Creative Lead, Copy // October 2019 - June 2020 (thanks, covid)

- Strategized and produced creative for campaigns
- Led a workshop with over 20 of my peers and worked with the co-founders/CEO to generate new brand standards

Freelance ACD/Senior Copywriter

July 2017 - October 2019

- Agencies: Chiat, R/GA, Co:Collective, Verizon, Edelman, Huge, and more
- Clients: Chewy, Mercedes, Nissan, Veggie Straws, DirecTV, T.J. Maxx

R/GA

Senior Copywriter // September 2016 - July 2017

Copywriter // September 2015 - September 2016

- Used my NFL fandom to create work for Verizon's partnership
- Mentored junior copywriters on projects and also in their careers

Digitas

Copywriter January 2015 - September 2015

RPA

Senior Social Media Copywriter // June 2014 - December 2014

Social Media Copywriter // October 2012 - June 2014

- Helped make Honda "one of the most prolific and effective social media practitioners in the auto industry" according to *Forbes*

Awards

[VCU Ad Club Camp ADventure Mentor](#) For 2 years running, my team got first place 🏆 in their RFP and in 2020 the team also won best in show
[Honda Snack Attack](#) 3 National Gold ADDYs; Shorty; One Show Merit Award