

# KELLY I. WRIGHT

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**SENIOR COPYWRITER AND ASSOCIATE CREATIVE DIRECTOR** specializing in branding, digital marketing, and content strategy that converts. Builds clear, scalable messaging frameworks, sharpens brand voice, and turns complex ideas into clean, compelling copy. Known for fast thinking, crisp execution, and a sense of humor that survives even the longest review cycles, helps teams ship smarter, stronger content that drives results.

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## CLIENTS

Microsoft | Apple | T-Mobile | Redfin | MLB | CBS Radio | The Miami Herald | Elite Daily | EatSeattle

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## AREAS OF EXPERTISE

Copywriting and Editing | Brand Marketing | Product Marketing | Content Marketing | Content Design | AI Content Development | AI Agent Development and Training | Web | UX/UI | Video Scripts | Social Media | Influencer Marketing | Email | Direct Mail | Performance Marketing | SEM | SEO

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## EXPERIENCE

**Redfin** - Seattle, WA

**11/2021 - 11/2025**

*Senior Copywriter and Copy Lead, Brand Marketing*

- Created, managed, and socialized messaging and copy style guides for all Redfin products.
- Regularly A/B tested UX copy across Redfin.com and the Redfin app, resulting in a 2.6% increase in overall sell contacts and 1,053 new home claims in 30 days.
- Wrote marketing copy for all channels including Redfin.com, the Redfin app, Redfin social channels, email, video, direct mail, performance marketing, search engine marketing.
- Developed, trained, and drove adoption of custom AI agent, empowering organizations across the company to write brand-approved copy effectively and at scale.
- Provided creative direction and copy development for integrated campaigns with marketing partners like Apple, Bobby Berk, and various social media influencers.
- Provided copy oversight and training to three full-time marketing copywriters, various content writers, and 10+ UX designers across the company.

**T-Mobile** - Bellevue, WA

**12/2018 - 11/2021**

*Associate Creative Director, Copy*

*4/2021 - 11/2021*

- Oversaw creative projects from conception to launch for T-Mobile's internal studio, T-Studios.
- Provided guidance on creative strategy to drive results for T-Mobile's marketing teams.
- Developed copy for high-profile brand initiatives across T-Mobile's owned digital channels, including partnerships with Apple and the MLB.
- Crafted messaging guidance for brand campaigns to ensure alignment across all channels.
- Mentored and edited the work of over ten copywriters.

*Senior Copywriter, Consumer*

*7/2020 - 1/2021*

- Developed copy for digital channels including T-Mobile.com, T-Mobile social handles, and the T-Mobile Tuesdays app.
- Crafted messaging guidance for consumer brand campaigns to ensure alignment across all marketing channels.
- Developed creative for T-Mobile's third-party marketing partners including the MLB, Popeyes, Dunkin' Donuts, and TopGolf.

*Senior Copywriter and Content Manager, B2B*

12/2018 - 7/2020

- Developed strategic copy to support T-Mobile for Business initiatives across web, social, retail, event, and print marketing channels.
- Worked cross-functionally with business owners, partners, and agencies to develop tailored, effective copy.
- Developed and managed owned content and editorial calendar for T-Mobile for Business.
- Conceptualized, researched, and produced 15+ original pieces of customer evidence and thought leadership content.

**Microsoft** - Redmond, WA**9/2015 - 12/2018***Marketing Lead, Microsoft Inspire*

9/2016 - 12/2018

- Created and managed the strategic marketing plan for Microsoft's largest global partner event, Microsoft Inspire, with an audience of over 16,000 in-person attendees.
- Managed style guidelines for Microsoft Inspire marketing assets.
- Supported regional field leads with toolkits to drive global demand generation and registration.
- Managed marketing strategy during comprehensive rebranding of Microsoft Inspire.
- Wrote copy and edited content for all marketing channels including blogs, social media, email, SEM, and video.

*Content Strategist, Microsoft Partner Network Social Channels*

9/2015 - 9/2016

- Managed editorial calendar across multiple Microsoft Partner Network social media channels.
- Conceptualized, edited, and promoted blog posts and customer stories.
- Increased average blog views by 42% YoY.

**KIWright, LLC** - Greater Seattle Area, WA**9/2016 - 12/2018***Copywriter, Content Strategist, and Digital Marketing Manager*

- Utilized curated and original content specific to client audience to increase brand awareness and online presence.
- Provided comprehensive monthly and weekly social media and website traffic reporting.
- Composed and edited blog posts, web copy, and promotional material while utilizing SEO best practices.
- Clients included: Elite Daily, EatSeattle, Stevenson Advertising, HEALTHYSENSEOFSELF

**CBS Radio** - Seattle, WA**6/2013 - 7/2014***Sales Assistant*

- Supported sales team with account management and acquisition.
- Operated as CRM system lead for sales team.
- Produced creative content for advertising clients, including radio scripts, digital ads, and event proposals.
- RAB Certified Digital Marketing Consultant

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**Education****B.S. in Mass Communication**, Florida International University - Miami, FL

- Interned for The Miami Herald as Dania Beach beat reporter.
- Awarded Janet Chusmir Scholarship by The Miami Herald.