

# Kelly Wright

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KellyIWright.com

## Summary

### **Copywriting and Editing • Creative Development • Marketing and Demand Generation**

Works cross-functionally to create strategic content that drives consumption of key messaging and helps marketing organizations achieve their business goals.

## Experience

*T-Mobile, Bellevue, WA*

**7/2020-Current**

### **Senior Copywriter, Brand Experience**

- Develop copy for digital channels such as T-Mobile.com, T-Mobile social handles, and the T-Mobile app.
- Craft messaging guidance for consumer brand campaigns to ensure alignment across all marketing channels.
- Concept and create web content to support key initiatives, including improvements to T-Mobile's Privacy Center.

### **Senior Copywriter, B2B**

**9/2019-7/2020**

- Developed strategic copy to support B2B marketing initiatives across digital, retail, and print channels.
- Worked cross-functionally with business owners, partners, and agencies to develop tailored, effective copy.
- Crafted messaging guidance to ensure alignment across all marketing channels.

### **Senior Copywriter and Content Manager**

**12/2018-9/2019**

- Developed and managed owned content and editorial calendar for T-Mobile for Business.
- Conceptualized, researched, and produced customer evidence and thought leadership content.
- Produced and edited copy for product launch, offer, awareness, and nurture campaigns.

*Microsoft, Redmond, WA*

**9/2016-12/2018**

### **Marketing Lead, Microsoft Inspire (Contract)**

- Created and managed the strategic marketing plan for Microsoft's largest global partner event, Microsoft Inspire.
- Managed all-up style guidelines for Microsoft Inspire creative assets.
- Supported regional field leads with toolkits to effectively drive global demand generation and registration.
- Managed marketing strategy during comprehensive rebranding of Microsoft Inspire, formerly known as WPC.

### **Content Strategist, Microsoft Partner Network Social Channels (Contract)**

**9/2015-9/2016**

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

*Elite Daily, New York City, NY*

**2/2015-9/2015**

### **Contributing Writer**

- Composed long-form articles based on internet and cultural trends, served to over 70 million monthly readers.

## Education

*Florida International University, Miami, FL*

**2010-2012**

### **B.S. in Mass Communication, Journalism, English Literature**

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