

Kelly Wright

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KellyIWright.com

Summary

Creative Development and Strategy • Copywriting and Editing • 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

4/2021-Current

Senior Creative Development Manager

- Oversee creative projects from conception to launch within T-Mobile's internal studio, T-Studios.
- Provide guidance on creative strategy and execution to drive results for T-Mobile's marketing teams.
- Develop copy for high-profile brand initiatives across T-Mobile's owned digital channels.
- Craft messaging guidance for consumer brand campaigns to ensure alignment across all marketing channels.

Senior Copywriter, Brand Experience

7/2020-4/2021

- Developed copy for digital channels such as T-Mobile.com, T-Mobile social handles, and the T-Mobile app.
- Crafted messaging guidance for consumer brand campaigns to ensure alignment across all marketing channels.
- Concepted and created 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.

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.