

Kelly Wright

(425) 429-8647

KellyIWright@Outlook.com

KellyIWright.com

Summary

Copywriting and Editing • Creative Development • Marketing and Demand Generation

Works cross-functionally to create strategic content that helps brands achieve their business goals while driving growth.

Experience

Redfin, Seattle, WA

11/2021-current

Senior Copywriter, Brand Marketing

- Create brand and UX copy for Redfin's marketing channels, including web, social, search, app, email, print, and video.
- Collaborate with marketing and product teams to support initiatives across all lines of business.
- Develop messaging for business-critical campaigns, including the launch of rentals on Redfin.com.
- Support all teams and campaigns across the company as one of just two copywriters.

T-Mobile, Bellevue, WA

7/2020-10/2021

Senior Copywriter, Brand Experience

- Developed copy for digital channels such as 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.
- Conceptualized and created web content to support key initiatives, including improvements to T-Mobile's Privacy Center.
- Mentored and edited the work of over ten copywriters.

Senior Copywriter and Content Manager, B2B

12/2018-7/2020

- 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.
- Developed and managed owned content and editorial calendar for T-Mobile for Business.
- Conceptualized, researched, and produced 15+ pieces of customer evidence and thought leadership content.

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, with an audience of over 16,000 in-person attendees.
- 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.
- Wrote copy and edited content for all marketing channels including blogs, social media, email, SEM, and video.

Content Strategist, Microsoft Partner Network Social Channels (Contract)

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.

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.