

KATELYN BOTTOMS

A WRITER WHO BRINGS CLARITY AND CREATIVITY TO BRANDS' TOUGHEST CHALLENGES.

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SUMMARY

I'm a writer who enjoys tackling complex topics, finding what matters and communicating ideas simply and memorably. I've worked at advertising and digital agencies, creative strategy firms and in-house creative studios, helping brands like Kleenex, Delta Air Lines, Pfizer and The Home Depot solve problems and connect with people in authentic, meaningful ways. Beyond writing, I have a record of expanding client scopes, streamlining workflows and creating additional value for the agency.

EXPERIENCE

SENIOR COPYWRITER

Colle McVoy | Minneapolis, MN | July 2024–February 2025

A full-service midsized creative agency.

- **Effective Messaging:** Concepted a broadcast spot for Frank's RedHot that performed so well, the client ran it during the Super Bowl.
- **Workflow Optimization:** Developed a more efficient script review process, cutting time by 30%.

SENIOR COPYWRITER

FCB Chicago | Chicago, IL | October 2021–July 2024

A full-service global creative agency.

- **Brand Platform & Campaign Development:** Created a global platform for Kleenex and the brand's first campaign in five years, with social, online videos and a 3D billboard in Times Square.
- **Impactful Partnerships:** Launched a platform for Pfizer with Food Network's Sunny Anderson. Results: Reach: 23M. 75% increase in video completion rate. 127% more Instagram profile visits.
- **Long-Form Web Content & Modular Social Content:** Wrote long-form web content and social videos for Pfizer's Nurtec ODT in partnership with The Real Housewives.
- **Leadership:** Oversaw and mentored a team of six junior creatives.
- **Contributing to Agency Growth:** Won a new business pitch for Walmart fashion.

SENIOR COPYWRITER

The Home Depot | Atlanta, GA | October 2020–May 2021

The nation's largest home improvement retailer.

- **Revenue-Generating Web Copywriting:** Wrote the weekly homepage at homedepot.com during Covid, a time of DIY-fueled record sales and unpredictable supply chains.
- **Cross-Functional Collaboration:** Managed a fully-remote collaboration with dozens of internal stakeholders to ensure messages were aligned across touch points and reflected the inventory.
- **Applying Brand Voice at Scale:** Led an overhaul of the Careers website to showcase new brand voice and values, helping the company fill 400 positions in 18 months.

SENIOR COPYWRITER

Sparks Grove | Atlanta, GA | May 2018–June 2020

An experience design agency.

- **Transforming Complex Problems Into Effective Campaigns:** Digital, print, blogs and social for Delta Air Lines' most-lucrative line of business. Results: 39% increase in digital click-through rate. 12% increase in email open rate. 3 years as the best business airline.
- **Building New Tools for the Agency:** Created a Futures Thinking game for the agency to use during client workshops. It was featured at a global strategic foresight conference in 2020.

SENIOR COPYWRITER & CONTENT STRATEGIST
Nebo Agency | Atlanta, GA | January 2017–May 2018
A midsized independent digital agency.

- **Award-Winning 360 Marketing Campaign:** Integrated marketing approach repositioned the e-comm brand FLOR to reach customers at every step of purchase journey. Results: FLOR reached its annual revenue goal in six months. 40% more web sales (YOY). 23% more email sales (YOY). 32% more organic revenue. Awards: Paid Media, Email, Integrated Campaigns.
- **Client Collaborator:** Uncovered a revenue-driving messaging opportunity for FLOR. I proactively created and sold a platform that is still in use today.

SENIOR COPYWRITER
BrightHouse | Atlanta, GA | May 2013–June 2016
A purpose-driven creative consultancy.

- **Using Strategy To Spark Growth:** Crafted narratives and films to help Fortune 500s uncover brand purpose, which drives growth, company culture, product development and more.
- **Identifying Opportunities for Long-Term Value:** Recognized an opportunity to land more business for the agency through its digital presence, including a new website, a robust blog and social. This self-initiated project played a key role in the company's acquisition by BCG in 2015.

EDUCATION

University of North Carolina, Chapel Hill
B.A. Media and Journalism

Miami Ad School, Minneapolis
Copywriting Certificate

Creative Circus, Atlanta
Course of Study: Art Direction & Design

SKILLS

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|-----------------------|------------------------|------------------------|
| ● Adaptability | ● Copywriting | ● Narratives & Scripts |
| ● Attention To Detail | ● CRM | ● Paid Media |
| ● Blogs & Articles | ● Digital Marketing | ● Presentation |
| ● Brand Messaging | ● Email Marketing | ● Social Media Writing |
| ● Brand Voice | ● Headlines & Taglines | ● Strategic Thinking |

TECHNICAL SKILLS

- Adobe Creative Suite: Acrobat, After Effects, Illustrator, InDesign, Photoshop, Premiere Pro
- Web Design: CSS, HTML, Webflow, WordPress
- Presentation: Keynote, PowerPoint, Slides
- Workflow Applications: Google Workspace, Microsoft Office, Slack