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| **Kate Mayfield** | Los Angeles, CA323.304.4034 • mayfield.ks@gmail.com[linkedin.com/in/ksmayfield](https://www.linkedin.com/in/ksmayfield/) • [ksmayfield.com](https://www.ksmayfield.com) |

**Senior Strategic Copywriter**

**Creative, business-astute, and brand-passionate professional of content and collateral development for major companies, products, and positioning in print, web, and social media; 10+ years’ experience.**

Decisive and highly-skilled writer for message development, producing, editing, and customizing content for multiple platforms. Well-read and current on wide range of subject matter comprising entertainment and pop culture news, national/world events, and social and political trends. Skilled developer of engaging story ideas, considering audience appeal and publication image. Proven ability to harness the power of creative teams to achieve business objectives.

*Areas of Emphasis*

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| --- | --- |
| * Content Strategy and Creation
* On-brand Marketing / Editorial Copy
* Digital Copywriting / Marketing Collateral
* Research / Interviews
* Social Media Campaigns
 | * User experience and Content Flow
* Display Ads, Landing Pages, Blogs
* Direct Response Mail and Email Marketing
* Video / Radio Scripts
* Style-Guide Creation
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**Professional Experience**

KERN (an Omnicom Agency) – Los Angeles, CA

**Senior Copywriter (2015 to Present)**

Develop and deliver effective strategies for brand content, display ads, landing pages, blogs, videos, social media, designing concepts and alternative media campaigns. Manage creative team of up to 4 art directors and writers to shape, inform, and influence wide-ranging client agendas. Determine objectives, style, and format of presentation, create content campaigns that align with client marketing objectives, and place material for maximum impact. Design and optimize e-mail streams and subject lines.

* Managed content creation for AT&T, DIRECTV NOW, Cricket Mobile, Inter Valley Health Plan, and Canon Solutions America.
* Developed messaging strategies for high-profile brands including SAP, American Express, FIS, Monetate, Radial, DexMedia, Verisign, Symantec, and HBO.
* Recipient of 2016 Business Marketers Association B2B Award of Excellence for SAP DM campaign.

OPI – Los Angeles, CA

**Copywriter (2015 to 2017)**

Wrote compelling product and marketing copy in brand voice for US-based, multinational beauty company. Produced articles promoting new product line, executing ideas to increase engagement and retain follower base through packaging, store display, and social media.

* Wrote headlines and tag lines for print advertising campaigns targeting consumers in 100+ countries.
* Primary creative force behind naming and describing shades for multiple color lines
* Created content for ProFile, B2B newsletter distributed to sent to salons in the US and Canada.

Topfloor.com/Science Incubator – Los Angeles, CA

**Copywriter (2012)**

Served as member of marketing team, creating copy for start-up company featuring video-driven e-commerce platform and affiliate marketing. Contributed to content development for other corporate communications functions, public relations, social media, and display ads.

ScoreBig.com – Los Angeles, CA

**Copywriter (2011)**

Produced, edited, and customized content for brand platforms including website, social media, press releases, and media articles for online ticket reseller for sports, concerts, theater, and other live entertainment events. Collaborated with marketing team on internet copy, email content, social media messaging, and display copy.

* Managed content for changing modules, public pages, instructional copy, press releases, and company blog.
* Instrumental as driving creative force behind brand voice and development of style guide.

The Traffic Agency – Los Angeles, CA

**Copywriter (2008 to 2010)**

Worked exclusively on Mitsubishi Motors project, developing content for video, print, radio, color brochures, and direct mail campaigns. Managed monthly in-office newsletter comprising company news, employee profiles, and industry updates, in role of head writer and editor.

**Freelance Writing & Editing** (2008 to Present)

Product Development and Branding

* Siegel+Gale; brand guidelines and RFP
* Johnson & Johnson; in-house development and presentations for new beauty products
* Pasadena City College; brand and style guide
* Citrix Labs; Cubefree app

Editing

* Johnson & Johnson; white paper for Harvard Business Review, internal presentations
* Full Stack Marketing and Growth; blog posts, press releases, web copy
* Bemis Balkind; weekly e-newsletter

Web Content

* Maika Foods
* Inman News
* Craftingcommunity.com
* DesignPublic.com
* Artsrefoundry.com
* Metalcastkits.com
* Bowfieldlifecasting.com

Journalism

* Allure
* Women's Wear Daily
* Domino
* Daily Candy

**Educational Background**

**Master of Fine Arts in Creative Writing**

University of Arizona, Tucson, AZ

Fiction Editor, The Sonora Review | Recipient, Phil Waller Award for Fiction

**Bachelor of Arts in Theatre and English**

Barnard College, New York, NY

Arts Editor, The Barnard Bulletin | Helena Blackburn Memorial Prize for Playwriting