

K FINE

www.kellyefine.com
kellyfine12@gmail.com
214 - 236 - 5957

LinkedIn /kellyefine
Twitter @kellyefine
Instagram @kellyefine

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References available upon request.

EXPERIENCE

CREDIT KARMA

Associate Creative Director | San Francisco, CA
Senior Copywriter

02/2022-Present
07/2019-02/2022

Conceptual copywriting and direction for the credit cards and personal loans verticals, including TV, OTT, social and digital marketing. Additional projects include the launch of new features such as Relief Roadmap for COVID support and Voter Roadmap for voter registration.

MRM//MCCANN

Sr. Copywriter | New York, NY
Copywriter

12/2018-05/2019
08/2016 - 12/2018

As creative AOR for Great Wolf Lodge, our work included branding, TVC, digital video, social and display. For Choice Hotels and the United States Postal Service, I did strategic B2B and B2C copywriting for digital channels.

BAI BRANDS

Copywriter | Boston, MA

04/2015 - 08/2016

As the sole copywriter, I was responsible for establishing the brand voice across all platforms including national out-of-home campaigns and product, print, social and display copy.

SAPIENTNITRO

Jr. Copywriter | Boston, MA

05/2014 - 04/2015

Digital copywriting for Dunkin' Donuts, Baskin-Robbins, Citizens Bank, Jeep.

EDUCATION

The University of Texas at Austin
Moody College of Communication
Bachelor of Journalism

RECOGNITION

Webby - Nominee
Effie - Finalist
DMA Echo - Silver
Gold Ink Awards - Gold
Hatch Award - Bronze