



Portfolio
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Hi, I'm Katelyn Bottoms.

I'm a creative writer with a background in advertising, brand strategy, digital marketing, and design. I also know enough art direction to be helpful.

WORK EXPERIENCE

FCB Chicago
Senior Copywriter
2021-Present

I helped launch a new brand campaign for Kleenex, which included TV, social, print, digital, and OOH. I also worked on a winning new business pitch for Walmart Fashion. I'm currently launching a new brand for Pfizer.

Sparks Grove | North Highland
Senior Writer
2018-2020

I led copywriting for Delta Air Lines. This print, digital, and experiential work helped client win Best Overall Airline award for three straight years.

Nebo Agency
Senior Writer & Content Strategist
2017-2018

I handled all copywriting and content strategy for FLOR, the carpet tile manufacturer, as it transitioned from brick and mortar to click and order. This included developing a new brand strategy, and then executing it across website, email, paid media, and print catalog. I also proposed and created a new sustainability content stream that's still in use today.

BrightHouse Consulting
Senior Writer
2013-2016

BrightHouse helps Fortune 500s uncover brand purpose. Here, I worked on multidisciplinary teams to uncover insights, synthesize findings, and bring them to life through creative storytelling. In addition to client work, I initiated a project to establish BrightHouse as a powerful voice in purpose conversations online. I built the company a new website and developed content and social media strategies. This work played a key role in BrightHouse's acquisition by The Boston Consulting Group.

CAPABILITIES

Blog Writing
Brand Platforms
Campaign Concepts
Content Creation
Email Marketing
Headlines
Manifestos & Narratives
Messaging Frameworks
Naming
Scripts
Social Posts
Taglines
Website Copy

SELECT CLIENTS

American Express, AT&T, BF Goodrich, Blue Shield of California, Delta Air Lines, Dr Pepper, FLOR, General Mills, Griffith Foods, Interface, Kleenex, KPMG, NCAA, Pfizer, The Home Depot, Vicks

PRESS & RECOGNITION

Little Black Book, Harvard Business Review, CNN, The Wall Street Journal, Counter Culturist, Rebrand 100, AMA Atlanta, Atlanta Interactive Marketing, Pubcon Interactive Marketing, Adland, PR Daily

EDUCATION

UNC Chapel Hill
B.A. in Journalism

Miami Ad School in Minneapolis
Copywriting Certificate

The Creative Circus
*Course of Study:
Art Direction & Design*

APPRENTICESHIP

Invictus Forge
Ray Bowen, Blacksmith