

## BASICS

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HI@KENLYWRITES.COM

RICHMOND, VA

# Kenly Craighill

## Writer/Strategist

## TOOLS

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Figma

Miro

Notion

Asana

Google Suite

Adobe Suite

Microsoft Suite

## EDUCATION

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2022

### Berghs School of Communication

UX Writing

2018

### Centre Popmpadour Laboratory of Neofeminism

Creative Writer in Residence

2017

### Virginia Commonwealth University School of the Arts

BFA, Painting and Printmaking

## EXPERIENCE

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Nov. 2022 - Jul. 2023

### VP, Brand Strategy at Otium

- Partnered directly with company founders to provide pivotal insights and direction that substantially influenced key business decisions
- Led branding and marketing initiatives for diverse cross-industry creative ventures, delivering cohesive brand narratives and achieving measurable business growth
- Hired and managed creative team including graphic designers, social media managers, and marketing interns

Dec. 2021 - Nov. 2022

### Content Designer at Human Agency

- Lead ideation workshops, content auditing, user interviews, and internal reviews to ensure all content was inclusive and user-centered
- Partnered with designers, managers, researchers, and developers to plan, create, and continuously improve content
- Created foundational and high-level content design deliverables, including voice/tone charts, hero's journeys, user journeys, brand guidelines, and style guides

Mar. 2021 - Dec. 2021

### Copywriter at Human Agency

- Crafted messaging for paid media campaigns, websites, organic social, email marketing, sales assets, scripts, and storyboards
- Established brand guidelines including voice/tone charts, hero's journeys, mission, vision, and positioning statements

Feb. 2019 - Jul. 2020

### Brand Storyteller at Woden

- Crafted messaging for paid media campaigns, websites, organic social, email marketing, sales assets, scripts, and storyboards
- Established brand guidelines including voice/tone charts, hero's journeys, mission, vision, and positioning statements