

Kerry Lynch

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WORK

Freelance copywriting & creative direction

[2009 - now]

Copywriting and creative direction for print, digital, video/TV, experiential, social media, direct mail, radio, OOH, packaging, etc. *Clients: Carnival Cruise Lines, New Balance, Progressive, Acuvue, Merck, TripAdvisor, Keds, Harvard Business School, Mass College of Pharmacy, Crest/Oral-B, SPANX, Naturalizer, Merrill Lynch, Best Western, New England Coffee, Hearts On Fire, Steward Health Care, more. Agencies: Arnold, McCann, Sapient, Digitas, Lehman Millet, ISM, Boathouse, Toth & Co., Almighty, Mechanica, Forge, Landor, more.*

Creative director (contract)

McCann Worldgroup, Singapore

[2011 - 2012]

Crafted and oversaw integrated campaigns and ads for clients in Singapore and the Asia/Pacific region. Managed junior writers and designers. Worked with international teams on pan-Asian campaigns. *Clients: Acuvue, Holiday Inn Express, Nippon Paint, Coke, OCBC, MasterCard.*

Senior copywriter

Modernista!, Boston

[2007 - 2009]

Wrote and conceptualized campaigns for a variety of clients, including digital, print, broadcast, radio, video and experiential projects. Managed a complete overhaul of Cadillac collateral to fit with new branding. Created a well-received multidimensional experience for Hearts On Fire Architectural Jewelry Collection, including a video, fashion show, website and book. *Clients: Cadillac, Hearts On Fire, TIAA-CREF, (RED).*

Senior copywriter

Goodby, Silverstein & Partners, San Francisco

[2006 - 2007]

Created integrated campaigns and wrote copy for print, digital, experiential, TV, out of home and multimedia projects. Played a pivotal role in redesigning Saturn collateral and presented many well-received ideas for Saturn.com. *Clients: HP, Saturn, Adobe.*

Associate creative director/copywriter

Arnold, Boston

[2001 - 2006]

Set creative direction and oversaw copy and user experience for the Volkswagen website, including managing a very successful total redesign of the site. Wrote for VW web, print and multimedia, as well as collateral and experiential/brand promotions projects. Mentored junior writers. *Clients: Volkswagen, OceanSpray, Truth.*

Content strategist

Sapient, Boston

[2000 - 2001]

Developed web content strategies for a variety of clients. Wrote and edited content for web sites. Researched third-party content providers for clients.

Features editor

Boston Phoenix Media Group, Boston

[1998 - 2000]

Wrote and edited features for *Stuff*, a monthly arts/design magazine, and *Stuff@night*, a weekly entertainment/lifestyle magazine. Oversaw crew of writers and photographers. Conceptualized feature stories, theme issues and special sections. Contributing writer for the *Boston Phoenix*.

SMARTS

B.A., Binghamton University
State University of New York

Wine Studies Program
Boston University

KUDOS

One Show • Mobius • Cannes Cyber Finalist • London International Design Awards • WebAwards •
Communication Arts • International Automotive Advertising Awards • Hatch

ETC.

Freelance arts/style writer • Travel freak • Former TV correspondent, newspaper reporter, music editor