

# Kerry Lynch

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## WORK

### Associate creative director

MullenLowe, Boston [2016 - present]

Crafting and overseeing campaigns and messaging across an array of media: TV, digital, social media, print, CRM initiatives, radio and more. Translating high-level strategies into compelling stories and experiences that elevate a variety of brands and products. Managing and mentoring junior creatives and interns. *Clients: U.S. Cellular, Royal Caribbean, American Greetings, USAA, Hyatt.*

### Freelance copywriting & creative direction [2009 - 2016]

Copywriting and creative direction for print, digital, video/TV, experiential, social media, direct mail, radio, OOH, packaging, etc. *Clients: New Balance, Mass College of Pharmacy, Carnival, Progressive, Bentley University, CVS, Acuvue, Holiday Inn, Keds, Crest/Oral-B, SPANX, Naturalizer, Best Western, Hearts On Fire, more. Agencies: Arnold, McCann, Sapient, Digitas, Lehman Millet, ISM, Toth & Co., Almighty, Mechanica, more.*

### Associate 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, MasterCard, Coke.*

### 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 multidimensional experience for Hearts On Fire jewelry, 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. *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 and staff writer

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. Conceptualized feature stories, theme issues and special sections.

## SMARTS

B.A., Law & Society  
State University of New York at Binghamton

Boston University  
Wine Studies Program

## KUDOS

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