

Kerry Lynch

type: kezzalynch@gmail.com / talk: 617-504-4893 / look: www.kerrylynch.com

WORK

Senior manager of copywriting Evolved By Nature, Boston [March 2020-May 2022]

Created compelling stories and messaging about the many health, environmental and performance benefits of EBN's nature-based biotechnology within fashion, skincare, medical care and more. Instrumental in every aspect of copywriting for EBN, from creating their tagline ("the better-natured biotech company") and product naming to multidimensional ad campaigns, social media and digital presence. Oversaw writing and consumer experience for complete overhauls of the EBN website and a DTC site for their skincare brand, Silk Therapeutics. Managed junior creatives, deadlines and workflow.

Associate creative director SimpliSafe, Boston [2018-2020]

Created an all-new brand presence and increased consumer awareness for an award-winning home security company. Crafted a unique brand voice and maintained a consistent and compelling visual style across all messaging, including TV, social media, digital, print, podcasts/radio and more. Managed and mentored junior teams.

Associate creative director MullenLowe, Boston [2016-2018]

Crafted and oversaw campaigns and messaging across an array of media: TV, digital, social media, print, CRM initiatives, radio and more. Translated high-level strategies into compelling stories and experiences that elevated a variety of brands and products. Managed 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 TV/video, digital, print, experiential, social media, radio, packaging, etc. *Clients: New Balance, Carnival, Progressive, CVS, Mass College of Pharmacy, Acuvue, Holiday Inn, Keds, Crest/Oral-B, Naturalizer, Best Western, Hearts On Fire, more. Agencies: Arnold, McCann, Sapient, Digitas, Mechanica, Lehman Millet, ISM, Almighty, AMP, more.*

Associate creative director McCann Worldgroup, Singapore [2011-2012]

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

Senior copywriter Modernista!, Boston [2007-2009]

Wrote and conceptualized campaigns for a variety of clients, including digital, print, broadcast, radio and experiential projects. Managed an 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. Wrote for VW web, print and multimedia, as well as collateral and experiential/brand promotions projects. *Clients: Volkswagen, OceanSpray, Truth.*

SMARTS

B.A., Law & Society
Binghamton University

Wine Studies Program
Boston University

KUDOS

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