

Keona Humphries
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Portfolio Kreativity is Kee

PROFILE

Highly creative, talented professional writer and editor with more than 10 years of combined experience in advertising, journalism, marketing and public relations. Expert ability to combine visual and audio elements with copy to create compelling broadcast stories, web articles, social media, ad campaigns and media kits. Proven project manager and superior researcher who thrives in fast-paced and deadline-driven environments. Proficient in Adobe Creative and Microsoft Office Suites; Mac OS X.

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|--------------------------------|-----------------------|------------------------------|
| • Advertising | • Journalism/Media | • Marketing/Public Relations |
| • Copywriting | • Newswriting | • Corporate Communications |
| • Catalogs/Direct Mail | • Print/Web Editorial | • Retail |
| • SEO Content/
Social Media | • Television/Radio | • Sports/Entertainment |

RELEVANT EXPERIENCE

Senior Print & Digital Marketing Copywriter/Editor (Contractor)

2012-Present

Creative Circle, LLC, Atlanta, Georgia

The Creative Group, Atlanta, Georgia

Projects: Georgia-Pacific, Acuity Brands, Benchmark Brands, The Home Depot

- Contracted through agencies as a senior-level print and digital marketing copywriter and editor
- Craft direct marketing copy for retail industries including footwear, healthcare and lighting
- Write creative emails and product descriptions highlighting benefits and features
- Research and write scripts for promotional and informational e-commerce videos
- Work with SEO specialists to create keyword-specific copy

Senior Copywriter

2013

Haverty Furniture Companies, Inc., Atlanta, Georgia

Projects: Home Fashion Workshop Scripts, Style Guides, Blog, Social Media, Direct Mail, ROP, Web Product Copy

- Wrote creative copy under tight deadlines for merchandising, marketing and advertising departments
- Collaborated with Art Director to merge copy with design for home fashion sessions and style guides
- Edited and provided final approvals on ad proofs, blog posts, merchandising video scripts and marketing collateral
- Presented weekly social media and blog progress report to Creative Director and SVP of Marketing

Senior Communications Writer/Founder

2009-2013

Dime Defense Sports Marketing, LLC, Atlanta, Georgia

Clients: NFL's William Gay, Dwayne Rudd, Ernie Sims and Deshea Townsend; American Basketball Association

- Developed sports marketing firm from startup to serve current and former professional athletes
- Wrote and edited press releases, media kits, case studies, social media, web content, corporate sponsorships and fundraising proposals
- Coordinated community givebacks and other events in support of players' nonprofits and philanthropy

Advertising Copywriter

2006-2009

Macy's Central, Atlanta, Georgia

Brands: Benefits, Dior, Clinique, Estée Lauder, INC International Concepts, Jessica Simpson and Michael Kors

- Member of Macy's Central advertising team serving more than 230 retail stores in 18 states
- Wrote and edited direct mail, ROP, web and radio copy for beauty, fashion, jewelry and accessories
- Lead copywriter of Beauty Studio catalogs promoting beauty trends, products and events
- Attended turn-in meetings to view merchandise, collect data and challenge conflicting buyer requests

Copywriter/Editor/Proofreader (Contractor)

2006

Aquent, Atlanta, Georgia

Projects: BellSouth, BMW, The Home Depot, Orkin and United States Marine Corps

- Contracted through Aquent as a copyeditor, copywriter and proofreader for advertising agencies **JWT, Matlock Advertising & PR, McRae and Schawki, Inc.** (formerly **Ambrosi**)
- Wrote, copyedited and proofread marketing collateral including billboards, brochures, catalogs, newsletters, press releases, ROP and signage

Newswriter/Producer/In-House Reporter

2000-2005

CNN Networks, Atlanta, Georgia

Shows: "CNN Live From," "CNN American Morning," "Inside Politics" and CNN Radio Newscasts

- Wrote CNN anchor scripts, reporter liveshot pages, teases and intros for live news programs
- Produced newscasts for CNN Quickcast and CNN Airport
- Enterprised, researched and wrote entertainment feature articles for CNN.com
- Copyedited CNN, CNN Radio and CNN Airport scripts for live air and taped programming
- As a CNN Radio Coordinating Producer, supervised in-house reporters and producers; coordinated CNN reporter assignments

Associate Producer/Newswriter

1999-2000

Fox 5 WAGA-TV, Atlanta, Georgia

Shows: "Good Day Atlanta," "Fox 5 News at Noon"

- Wrote anchor scripts, reporter liveshot pages, teases and cold opens for live newscasts
- Field produced live remote shows while assigning duties to associate producers and editors

Newswriter/Copyeditor/In-House Reporter

1997-1999

Associated Press Broadcast News Center, Washington, D.C.

- Produced, wrote and voiced in-house reports for national coverage of health/medical, entertainment, sports and political news for AP Radio and affiliate stations
- As an AP World Editor, copyedited News Agendas and News Minutes for broadcast wires

ADDITIONAL EXPERIENCE

Apple Senior Technical Advisor (Part-time)

2011-2013

Kelly Services, Inc., Atlanta, Georgia

- Served as supervisor for Apple, Inc. through agency Kelly Services
- Solved high-level technical issues for Mac and Windows' users of iOS devices

Entertainment & Lifestyle Reporter (Freelance)

2002-2009

Various, Nationwide

- Enterprised, researched, wrote and broadcast entertainment stories for media outlets including American Urban Radio, Creative Loafing, Rolling Out, AP Broadcast, CitySearch.com and CNN.com

EDUCATION

University of Alabama, Tuscaloosa, Alabama

B.A., Communications (Broadcast Journalism)

Minors: Marketing, Political Science

SKILLS

Software: Adobe Creative Suite (InDesign, Photoshop, Acrobat Professional), Apple iOS for iPad, iPhone and iPod (FaceTime, iCloud, iTunes, Photo Stream), Microsoft Office Suite (Word, PowerPoint, Excel, Outlook);
Languages: English, Basic Spanish; **Web:** Social Media Platforms (Twitter, Facebook, YouTube, LinkedIn), Content Management Systems (Squarespace, Wix, Blogger, WordPress)

REFERENCES AVAILABLE UPON REQUEST