



**KAYLA**  
*albert*

**SENIOR  
COPYWRITER &  
BRAND STRATEGIST**

Savvy creative professional with over 13+ years writing experience and 6+ years in an agency setting.

**HIGHLIGHTS**

**WORKED WITH:**

- Samsung Ads
- Air Methods
- Invisalign
- Embrace Scar Therapy

**FEATURED ON:**

- The Denver Post
- Forbes
- Business Insider
- TIME

**SKILLS**

- Brand strategy
- Brand messaging
- Web copy
- Ad copy
- Blog and article writing
- Social media copy

**EXPERIENCE**

**SENIOR COPYWRITER & BRAND STRATEGIST**

*Tiny Wins | Feb. 2021 - present*

- Use brand archetypes to build a powerful strategy and establish internal and external messaging
- Write taglines, campaign expressions, web copy, ad copy, email copy, and more

**SENIOR COPYWRITER**

*CollabWest | Oct. 2019 - present*

- Quickly glean pertinent information about a variety of businesses in complicated industries
- Pinpoint a brand's selling point and bring it to life in succinct, catchy web copy

**SENIOR COPYWRITER & CONTENT PRODUCER**

*Smarty Social | Jan. 2016 - July 2020*

- Produced engaging social media, ad, web, email, and video copy for a variety of clients in highly regulated industries
- Created concepts and copy for custom assets, incorporating client direction and brand strategy

**OTHER NOTABLE ROLES**

- Community Manager and Reporter | The Denver Post
- Social Media Specialist | Colorado PERA

**EDUCATION**

University of Colorado at Denver  
Bachelor of Arts, English Writing  
GPA 3.8 Dean's List, *magna cum laude*