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# Kevin WRIGHT

## Experience

### VMLY&R KANSAS CITY, MO

Associate Creative Director 01/22 - Present ← Sr. Copywriter 07/19 - 01/22 ← Copywriter 07/17 - 07/19

Creative copy lead for WPP's Hill's Pet Nutrition client including Prescription Diet and Science Diet, developing both consumer and professional campaigns at product and brand level. Revitalized brand voice and created Hill's brand equity platform *Science Did That*. Wrote and led \$1M+ productions for Hill's Science Diet, Hill's Prescription Diet, and Shelter program commercials. Responsible for all written aspects of Hill's business: television, paid social, digital, print, etc. Mentored and developed more junior writers in brand voice/knowledge, as well as general copywriting and presenting skills.

Notable Accomplishments:

- Campaign work included in Lürzer's Archive "200 Best Of"
- WPP "CRÈME DE LA CRÈME" (Gold) Winner
- Creator of Hill's brand platform *Science Did That*, tripling brand love over prior year, increasing Hill's overall sales by 10%, and increasing Science Diet sales by 15%

### ER MARKETING KANSAS CITY, MO

Copywriter 08/15 - 07/17 ← Jr. Copywriter 12/14 - 08/15

Served as copywriter for ~20 agency clients. Concepted, developed, presented, and proofed all agency creative work. Wrote ad copy, brochures, websites, sales promotion copy, social media, press releases, and SEM content. Researched and created blog content, whitepapers thought leadership, etc.

### ER MARKETING KANSAS CITY, MO

Account Coordinator 04/14 - 12/14

Managed day-to-day communications and deliverable timelines for seven agency clients, produced and sent monthly billing for all clients, coordinated meetings and took meeting notes, deployed digital marketing tactics, and managed creative resourcing.

## Education

### UNIVERSITY OF KANSAS LAWRENCE, KS

English Literature B.A. • American Studies B.A.

## Background

### CLIENTS CURRENT IN BOLD

**Colgate** • Hill's Science Diet • Hill's Prescription Diet • Huttig Building Products • Margaritaville  
Midwest Dairy Association • Overhead Door • Reynolds Pactiv • **Tom's of Maine** • VeriShip

### INDUSTRIES CURRENT IN BOLD

Agriculture • **Animal Health** • Building/Construction • **CPG** • Dairy • Financial Services  
Healthcare • Industrial • IT/Security • Legal • HR • Manufacturing • **Naturals** • **Oral Care**  
**Pet Care** • **Personal Hygiene** • Real Estate • Retail • Restaurant • Tech • Wine and Beverage