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# KARA KIEFFER

writer

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**Website:** KaraKieffer.com **Blog:** WildCountryFound.com

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## EXPERIENCE

### **Writer & Campaign Strategist / Freelance** — MAR 2020 - FEB 2023

In the wake of the George Floyd murder and the ongoing protests on the streets of Seattle I was able to lend my advertising and writing talents to local activist organizations to help them tell the important stories of our time. I worked with Seattle Morning March, Antifa Advent, Speak Seattle and others.

### **Content Manager & Copywriter / TomboyX** — MAR 2019 - APR 2020

Oversee the creation of a brand book, including core brand persona, values, and language guide, to serve as a guiding light for the brand. Design awareness, seasonal, and product campaigns from the ground up to align with brand goals and create compelling reasons to buy. Write all customer-facing copy to live across channels.

### **Web Editor - Contract / KCTS9.org and Crosscut.com** — NOV 2018 - MAR 2019

Copywriter and online proofing editor for digital campaigns. Ensure content maintains brand consistency across channels for the station's largest programs, including the Great British Baking Show, Victoria, NOVA, and Nature.

### **Content Writer & Photographer / Freelance** — AUG 2016 - PRESENT

CLIENTS: ROOTSRATED, OSPREY, LA SPORTIVA, BACKPACKERS.COM, SALOMON.

Conceptualize, write, and photograph stories that inspire readers to venture outside. Collaborate with external clients to understand SEO and marketing goals and deliver content that helps bring brands to life.

### **Content Producer / UBM** — SEPT 2017 - MAR 2018, Santa Monica, CA

INTERNATIONAL B2B MEDIA COMPANY FOCUSING ON BIO-TECH

Write video and social media content that ensures consistency of brand tone. Work alongside the creative team to produce hundreds of annual presentations aimed at breeding audience loyalty and creating buzz.

### **Art Director / Team One Advertising** — FEB 2017 - SEPT 2017, Los Angeles, CA

LEADING FULL-SERVICE AD AGENCY SPECIALIZING IN LUXURY PRODUCTS.

CLIENTS: LEXUS, INDIAN MOTORCYCLES, EA GAMES, HAAGEN DAZS, MARRIOTT.

### **Jr. Art Director** — JAN 2016 - FEB 2017

### **Video Editor** — JUL 2012 - JAN 2016

Art director for luxury and gaming clients in the digital space. Special focus on short-form content for broadcast and online. Charged with shooting and editing videos that helped consumers fall in love with brands.

Video editor for diverse client roster. Lead the agency's first ever 360 VR experience. Collaborated with all levels of agency to concept and deliver unique and engaging stories.

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## EDUCATION

### **University of Southern California / BA Film and Television Production**

AUGUST 2010 - AUGUST 2012, Los Angeles, CA

Graduated with distinction - Dean's List, Magna Cum Laude, Honors