



Karen Rogers

Advertising Copywriter

CONTACT

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United States, Santa Monica, CA

EDUCATION

2013 - 2017

Bachelor of Arts in English

University of California, Los Angeles,
United States

LINKS

LinkedIn

Portfolio: karenjrogersportfolio.com

PROFESSIONAL SUMMARY

Dynamic and creative Advertising Copywriter with experience crafting compelling and impactful texts for diverse advertising campaigns. Proven ability to engage target audiences and drive brand success through innovative messaging. Expertise in developing high-conversion ad copy for print, digital, and social media platforms.

EXPERIENCE

Senior Advertising Copywriter

2022 - Now

Wieden+Kennedy, United States, Los Angeles, CA

- Lead copywriter for major client campaigns, contributing to a 25% increase in client retention.
- Collaborate with creative directors and graphic designers to create cohesive and visually appealing ad campaigns.
- Conduct market research and competitor analysis to ensure copy aligns with current industry trends and client goals.
- Mentor junior copywriters, providing guidance on creative processes and best practices.

Advertising Copywriter

2016 - 2022

TBWA\Chiat\Day, United States, Santa Monica, CA

- Managed multiple projects simultaneously, ensuring timely delivery and adherence to client specifications.
- Wrote copy for email marketing campaigns, contributing to a 15% increase in open and click-through rates.
- Assisted in the development of branding strategies, ensuring consistent messaging across all platforms.
- Participated in brainstorming sessions, contributing innovative ideas and creative solutions.

SKILLS

Creative Writing	★★★★★
Copy Editing	★★★★★
Digital Advertising	★★★★★
Print Advertising	★★★★★
Social Media Marketing	★★★★★
SEO Optimization	★★★★★
Brand Development	★★★★★
Market Research	★★★★★