

# KelleyDeveny

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## About Me

I'm a fan of buttermilk pancakes, god-tier guitar riffs, and words that echo a little bit louder during that beat after you read them. My passion lies in cutting-edge brand work - from the creative that grabs your attention to the strategy that informs it and the tactics that scream it to the masses. While having a good story is important, telling it in a voice loud enough to be heard over the chatter is arguably even more important. When I notice that "how" in action - one remarkable story standing out among a great many good ones - my thumb stops scrolling and my ears perk up.

## Skills & Interests

Google Ads - Measurement certified

MRI - Simmons Catalyst

Adobe Creative Suite (Illustrator, Photoshop)

Paid, Owned, & Earned Media best practices

Grammar Police (Unashamed.)

Skilled written & verbal communicator

Insight, human truth, and rich idea generation

Timely and detail-oriented by nature

Collaboration and teamwork skills

Lyric, literature, and poetry enthusiast

Certified morning person

Reading, writing, and understanding Spanish

Guitar player for over 13 years

## Education

B.S. Strategic Communication - Advertising  
Minors: Business Entrepreneurship, Spanish

## University of Colorado Boulder

2020 - 2024 GPA: 3.83

**Honors:** Chancellor's Achievement  
Scholarship. Dean's Scholar in the College of  
Media, Communication, and Information.  
Dean's List 7x. Illinois State Seal of Biliteracy  
in Spanish

**Relevant Coursework:** Strategic Writing,  
Advertising Media Planning, Brands and  
Culture, Concepting, Portfolio Development,  
Copywriting Seminar, Software and Design  
Applications I and II, Business Innovation and  
Entrepreneurship

## Experience

### Junior Copywriter

August 2024–Present

### Creative Copy Intern

Summer 2024

Razorfish, Chicago, IL

- Discovered that ad agency life really is as young-spirited and cool as everyone told me it would be. How lucky am I?!
- Wrote social, pitch, script, headline, tagline, and name copy for brands that you know & love, like Hydro Flask, Bumble, DIRECTV, and Texas Children's Hospital.
- Extracted words to give life to the concepts that designers and I ideated (and stuck to the brief while doing it).

### Social Media Manager

Common Threads Boutique Consignment, Boulder, CO

Feb–June 2024

- Styling outfits to appeal to a specific clientele's taste and practicing self control by not spending my whole paycheck each shift.
- Creating daily Instagram stories and reels strategized to garner customer interest and highlight important pieces in the store.
- Engagement: +140%, Profile Activity: +33%, Follower Count: +12%

### Creative Director Intern

Bars.com / APRD Strategic Comm. Capstone, Boulder, CO

Spring 2024

- Was curious how this startup planned to buy a drink for everyone in America. Learned how through directing the creative vision, concept creation, and ultimate execution for a punchy marketing campaign for Bars.com. Class-assigned campaign project for a real client.

### Paid, Owned, & Earned Media Intern

Ferrara Candy Company, Chicago, IL

Summer 2023

- Had access to way too much free candy.
- Supported paid, owned, and earned media communications on behalf of nationally adored brands such as Nerds, SweeTARTS, Laffy Taffy, and Trolli.
- Built an entirely new social media strategy and wrote copy for one brand's launch on Threads by Meta.
- Cross-functional collaboration with creative agency partners, ensuring alignment with more than four distinctive CPG brands' positioning and objectives.

### Sales Associate

Aviator Nation, Aspen, CO

Summer 2022

- Promoted the brand's image at one of Aviator Nation's top-performing flagship stores in Aspen, Colorado. Customer service, outfit styling, and lessons in really cool vibes.

### Social Media Chair

CU Student Government, Boulder, CO

Spring 2022

- Created content for, strategized, and executed social media content planning aiming to increase student engagement with CUSG and attendance at events.

### Director of Social Events

Delta Gamma Sorority, Boulder, CO

2021-2022

- Oversaw a committee of 15 people and managed a budget of \$60,000 to creatively plan, organize, and execute 8 social events per semester for over 400 women.
- Researching venues, negotiating pricing with vendors, tracking invoices, meeting contract deadlines, creating original events, and communicating logistical details.

### Intern

Murphy Knott Public Relations, Chicago, IL

Summer 2019

- Monitoring print and digital media, drafting press releases and emails to clients.