

KATE DEVERY

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Address: 461 Washington Ave, Brooklyn, NY

Skills:

- Branding
- Content creation for Digital, Print, and Social
- Campaign conceptualizing
- Partnership development
- Video

Brand Experience:

- **Fashion:** Club Monaco, Bloomingdale's, DICK'S Sporting Goods
- **Beauty:** NIVEA, NIVEA Men, Virtue
- **Spirits:** Macallan, Elit by Stoli, Heineken USA
- **Health & Wellness:** Philips Sonicare, Philips Avent, LifeStyles Condoms, SKYN Condoms, Eucerin, Aquaphor
- **Tech:** Fiverr, QuickBooks

Senior Brand Copywriter – Fiverr, 3/2019 – Present

- Was brought on to support our HQ on the development of voice and tone for Fiverr's brand, within a few months I became the go-to copywriter in all English-speaking markets for the company on essentially all copy needs, including campaign development, new product launches, partnerships, owned channels, and more.
- Defined key messaging, wrote video scripts, and developed all marketing assets for new product launches
- Wrote copy for Fiverr's IPO launch across all channels
- Developed copy ideas for our international OOH efforts
- Produced copy and marketing materials for partnerships with YouTube sensation, Lilly Singh and famed filmmaker, Eli Roth
- Concepted 2020 brand marketing campaigns ideas

Freelance/ Contract Senior Copywriter 6/2017 – 3/2019

Clients: QuickBooks, Moroccanoil, Fiverr

Senior Copywriter – AMP Agency, 9/2016 – 6/2017

- Defined the voice and tone, created launch campaign, and wrote website copy for a new hair care brand, Virtue
- Wrote, produced, and executed a video shoot for LifeStyles Condoms that focused on empowering females and sexual health
- Created a vending machine for LifeStyles that captured data and increased awareness around the rise of STIs in North America
- Concepted and successfully pitched video episodes for 2018 content to Lifestyles' Global Brand team
- Wrote monthly content for SKYN Condoms, LifeStyles Condoms, and Virtue
- Launched LifeStyles' Instagram

Copywriter – Access Emanate, NY, 11/2014 – 9/2016

- Conceptualized and successfully pitched Heineken USA on transforming their Brewing a Better World Annual Sustainability Report into an interactive video game
- Created and executed Eucerin's #HandInHand campaign which resulted in a 269% increase in overall social engagement
- Developed NIVEA's first user generated content campaign #BecauseICare from active social listening, resulting in one of their best performing social initiatives in 2015
- Produced and wrote monthly content for NIVEA, NIVEA Men, Eucerin, Philips Sonicare and Philips Avent
- Crafted campaign ideas for New Business pitches and existing clients

Social Copywriter (Freelance) – Club Monaco, NY, 5/2014 – 1/2015

- Created weekly content calendars for owned channels that increased engagement and drove audience to the website
- Produced all copy for daily content, contests, store openings and live events
- Developed a narrative for #CMThePieces that helped expand the audience and keep existing users engaged

Content Development / Research Specialist – Institute Of International Research, NY, 4/2011 – 5/2014

- Managed marketing efforts on LinkedIn, Facebook, and Twitter that resulted in a 25% increase in overall web traffic to event sites
- Created programming that directly resulted in driving 5% of event registrations
- Generated bi-weekly reports with actionable insights from Google Analytics that was used to inform content opportunities

Research Assistant – Memorial Sloan-Kettering Cancer Center, NY, 3/2008 – 9/2010

- Administered qualitative studies that aimed to increase quality of life for patients by identifying post-surgery trends
- Screened and analyzed patients' medical records and recommended them for appropriate protocol

EDUCATION

Bachelor of Arts – CUNY Hunter College, NY, 2008

Instagram: @Katedevery **Twitter:** @Katestradamus **LinkedIn:** linkedin.com/in/katedevery **Snapchat:** katedevery