

Kristen Kaczynski

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EDUCATION

MIAMI AD SCHOOL

New York | Sept 2018

Copywriting Portfolio Program

LOYOLA UNIVERSITY

Chicago | May 2014

BA Advertising, Public Relations

Minor Marketing

JOHN FELICE ROME CENTER

Italy | Fall 2012

Study Abroad Program

SKILLS

Creative Concepting

Creative Writing

Critical Thinking

Experiential

Social Media

Print

Traveling

Baking

Snacking

AWARDS

Cannes Lions Silver | Canon

Cannes Lions Shortlist | Canon

CAF Chicago Silver | Dove

EXPERIENCE

FCB CHICAGO, IL

SENIOR COPYWRITER | OCT 2022 - PRESENT

Canon, New Business

WEBER SHANDWICK CHICAGO, IL

COPYWRITER | MAY 2021 - SEPT 2022

Dove Chocolate, Eggo, American Pecans, Huggies, Special K bars, New Business

Tasted the beauty of working 100% remote, creating brand acts, and indulging in a steady shipment of free Eggos.

HAVAS CHICAGO, IL

JR. COPYWRITER | MAY 2019 - MAY 2021

Citibank, Citi x AA, Ragù, Babybel, Boursin, Holland House Cooking Wine, Angostura Bitters

Navigated the art of remote production shoots, Microsoft Teams, and making Sweetgreen quality salads.

R/GA CHICAGO, IL

FREELANCE COPYWRITER | OCT 2018 - MAR 2019

Barbie, PepsiCo, Cars.com, New Business

Juggled (and won) my first pitch, 2019 Super Bowl ads, and drinking more bubbly than the average human.

GREY NEW YORK, NY

COPYWRITER INTERN | APR 2018 - SEPT 2018

Volvo, Applebee's, Duracell

Got behind the wheel of a Volvo, produced my first radio spot, and ate \$1 slice pizza in bulk.