

kimberly kohatsu



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EDUCATION

virginia commonwealth university - adcenter | richmond, va
master of science in communications: copywriting | awarded may 04
syracuse university | newhouse school of public communications | syracuse, ny
bachelor of arts in advertising, political science, + french | awarded may 01

EXPERIENCE

freelance | senior copywriter and marketing consultant | 05 - present
- create content, copy, and ad concepts for companies in the online, direct-to-consumer, and business-to-business space
- advise on and implement small business marketing initiatives, such as email marketing, website optimization, event marketing, direct mail, and CRM
- help market, name, and launch japanese products in the american market
tollfreeforwarding.com | los angeles, ca | online marketing specialist | 09 - 10
- principal manager of the company's \$40K/month international PPC efforts
- strategize and implement SEO and PPC campaigns, including link building, reputation management, and affiliate marketing
- write press releases, web content, white papers and marketing materials
- ad-hoc business initiatives such as coordinating conferences and providing team training

dgwb | santa ana, ca | sr copywriter | 05 - 09
- conceptualize and execute ad campaigns for clients and new business in tv, print, radio, online, outdoor, and guerilla media
- contribute recommendations to the strategic and media plans of clients
- wordsmith presentations, press releases, and other corporate communications
- direct voiceover talent, cast actors, directors, and producers, oversee other production and post-production tasks

fcb | irvine, ca | jr copywriter | 05
- conceptualize and execute ad campaigns for AAA, hilton hotels, taco bell, and new business pitches
- cast actors and oversee other production and post-production tasks

the glover park group | washington, dc | jr copywriter | 04 - 05
- conceptualize and execute political/lobbying campaigns, targeted at both voters and decision-makers, for causes such as reproductive rights and telecom law reform

RECOGNITION

syracuse university scholar | the highest university distinction, awarded to 12 graduates
mensa international | member
DDB/AAA bill bernbach minority advertising scholarship | recipient
phi beta kappa | member
numerous creative advertising awards

REFERENCES

available upon request