

KATELYN HAYES

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KatelynHayes.com

professional summary

Creative Director and Copywriter adept at crafting persuasive advertising campaigns and marketing collateral designed to promote success in the B2B and B2C environments.

experience

Creative Director Dec 2015 - Current

The Food Group New York, New York

- Responsible for management, concepts and copy of all creative work in the New York office of an extremely fast-paced foodservice-focused B2B agency.
- Lead agency initiatives including product launches, sales support, 360° branding efforts, shopper marketing, promotions, tradeshow/experiential events and new business.
- Produce work across multiple accounts and platforms, spanning print, direct and digital—including website builds, banner campaigns, rich media, eblasts, CRM, social, video and content production.
- Foster personal relationships with executive-level clients and staff.

Clients work includes: TABASCO, Perdue, Marie's Dressing, Boar's Head, Oreo, Chips Ahoy!, Kraft, DelMonte, Tampa Maid, Dannon, YoCream, Florida Department of Citrus, Mississippi Gulf Fresh Seafood, Norwegian Seafood Commission, Dawn Foods, Philadelphia Cream Cheese, Grey Poupon, A.1. Steak Sauce and many more.

Associate Creative Director Apr 2015 - Dec 2015

The Food Group New York, New York

Senior Copywriter Apr 2013 - Apr 2015

The Food Group New York, New York

Copywriter Aug 2010 - Apr 2013

The Food Group New York, New York

Associate Interactive Copywriter Nov 2008 - Aug 2010

Adaptive Marketing Norwalk, CT

- Solid track record of conceptualizing out-of-the-box direct response print and digital pieces including direct mail, landing pages, interstitials, cross-sells, banners, acquisition pieces and CRM e-mail campaigns.
- Extensive experience crafting long- and short-form SEO- and SERM-driven copy, print and e-mail fulfillment, B2B copy, telemarketing, SERM and training video scripts, informational articles and traffic-

driving blog entries.

- Responsible for conversion increases of more than 55%.

Senior Editor

Oct 2005 - Oct 2008

Girlawhirl.com

Fairfield

- Specialized in trendspotting, story pitching, and editorial content for fashion, beauty, culture, travel, home, green living, health and lifestyle.
- Managed daily operations including content creation and publishing, photo and copy editing, article layout and newsletter administration.
- Executed in-house public relations, press releases and press kits, as well as maintaining affiliate relationships, viral marketing and content sharing duties.

Lead Reporter

Jan 2004 - Jan 2005

The Coast Star, Inc

Manasquan, New Jersey

- Covering two municipalities, I reported on politics, crime, municipal events, local business, entertainment, school news and features.

education

M.S. Degree: Journalism

May 2006

Quinnipiac University

Hamden, Conn.

B.A. Degree: English Literature

May 2003

Fairfield University

Fairfield, Conn.

awards

- 2015 Communicator Award: Gold Award of Excellence, The Florida Department of Citrus "There's Amazing Inside," Branded Content- Promotional/ Branding—ACD/Copy
- 2015 Davey Awards: Gold Award, TABASCO "Burger Besties" Promotion, Integrated Campaign —ACD/Copy
- 2015 Davey Awards: Gold Award, TABASCO "University Tool Kit," Sales Kit/Folder—ACD/Copy
- 2015 Davey Awards: Silver Award, TABASCO-"Where's There's Flavor" Print Campaign, B2B—ACD/Copy
- 2015 Davey Awards: Silver Award, Del Monte Fresh "Woot For Fruit!" Integrated Campaign, B2B—Sr. Copywriter
- 2014 Davey Awards: Silver Award, YoCream Site Redesign—Websites: Food & Beverage—ACD/Copy
- 2013 Hermes Award: Platinum Award, Yogurt Culture Company Retail Launch—Senior Copywriter
- 2010 WebAward: Outstanding Achievement; Shopping Standard of Excellence ShoppingEssentials.com —Associate Copywriter
- 2009 WebAward: Catalog Standard of Excellence; Shopping Standard of Excellence SavingsAce.com —Associate Copywriter