

K. Layne Crawford

Copywriter/Media Professional

(603)978-8449

klayne1987@gmail.com

[Website/Portfolio](#)

[LinkedIn](#)

ABOUT ME

I'm a multitasking multitasker originally from New England who has been a bit of a globetrotter. Media and pop culture have been more than a passion, but rather a lifestyle for me since I received a Talkboy for Christmas in 1992 when I started to record my own radio shows. I have been a musician for over 20 years and once had dreams of becoming a VJ for MTV (Back when MTV played music videos). I have a background in comedy which includes writing screenplays, stand-up routines, and blog posts about why the red M&M is creepy looking. I have been writing professionally since 2009 and since then have worked for a wide range of brands and online magazines. Writing is my forte, but I also have experience in media production, public relations, talent management, and event organizing.

SKILLS: *Copywriting (short form, long-form, taglines, brand books, social media etc.), brand development, copy editing, whipping up a mean guacamole, screenwriting, film production, blogging (WordPress), vlogging, playing acoustic versions of '90s hip hop songs, mobile app development, social media management podcast production, event planning, building Ikea furniture, data entry, building LEGO kits, community organizing, and fashion consulting.*

EDUCATION

Drexel University - M.S./MBA Candidate in Television Management

Philadelphia, PA (2011-2012)

The University of the Arts - B.S. in Communications, Concentrations in Advertising and Screenwriting

Philadelphia, PA (2008-2010)

Arcadia University- Video Communications Major and Communications Department T.A.

Glenside, PA (2006-2008)

PROFESSIONAL EXPERIENCE

Likeable-Senior Copywriter

January 2022- Present; New York, NY

- ❑ Lead Copywriter and Senior Creative for Aspen Dental, Motto, Hannaford, Party City, and Merck Manuals.
- ❑ Develops quarterly and monthly creative campaigns and directly pitches to clients.
- ❑ Directly manages and mentors the department's Junior Copywriter.

LegalEase Marketing-Director of Words/Creative Director

October 2020- January 2022; Orlando, FL

- ❑ Creative lead and lead copywriter for [ALL](#) branding projects.
- ❑ Provided copy and marketing strategies for law firms and legal professionals in the US and Canada.
- ❑ Helped direct the vision of the agency and has been a key part in growing the agency from two clients to several dozen clients in the US and Canada.

321 The Agency-Senior Copywriter

July 2019- October 2020; Orlando, FL

- ❑ Provided copy for a wide range of clients in the health care sector, wine and spirits industry, hospitality, finance, and fashion industries.
- ❑ Developed the brand voice for [Hooten Young](#) from the ground up.
- ❑ Lead pitches of concepts to clients.

Perspective North America/ INTUITION Brand Marketing- PR

Executive/Content Producer/Copywriter/Social Media Coordinator

September 2017- July 2019; Orlando, FL

- ❑ Handled press for clients in the hospitality industry including El Cid Resorts, Unlimited Vacation Club, staySky Hotels, and Resorts.
- ❑ Content Developer/ Content Manager/ Featured Writer for Perspective Magazine (online and print edition).

Writing and Marketing Gun for Hire a.k.a. Freelancer

2009 - Present

- ❑ **Web Copywriter/Brand Voice Creator** for Vice/Virtue Worldwide. Client: Procter & Gamble, [NOU](#) (2021-2022)
- ❑ **Content Developer** for LegalEase Marketing (2020-2020; became full-time)
- ❑ **Featured Blogger, Stylist** for [Tomboy Toes](#) (2017-2019)
- ❑ **Food and Entertainment Writer** for [Mashed](#) and [Grunge](#) (2017)
- ❑ **Trending Writer** for [UPROXX](#) (2016)
- ❑ **Senior Copywriter and Social Media Coordinator** for [uBreakiFix](#). Curated the “Your Big Break” ad campaign which appeared in The Wall Street Journal and franchising magazines, provided copy for an entire brand revamp. Produced the brand’s most successful [YouTube video](#), provided voiceover talent, wrote tongue-in-cheek blog entries about the tech industry, and was brought on to bring an “edge” to the brand. (2015)
- ❑ **Copywriter and Branding Expert** for **The Proof Agency**. Provided copywriting and branding services for a cutting-edge boutique ad agency that focused on the wine and spirits industry and legal cannabis brands. Clients included: [The Big O](#), [Marble Distilling Co.](#), and [French Lick Winery](#). (2013-2015)
- ❑ **Blogger** for **The Impulsive Buy**, **COED Magazine**, **Demand Media** (2009-2011)
- ❑ **Copywriter Intern** **Quaker City Mercantile** and **Stratus Interactive**. Provided short copy for Lilly Pulitzer and Sailor Jerry (QCM) and planned a viral marketing campaign to increase enrollment at UArts (Stratus). (2009-2010)

LevelUp Ent. Formerly Known As Bloody Bombshell Entertainment-

Executive Producer/Partner/Screenplay Analyst

January 2013 - June 2015; Orlando, FL

- ❑ Was a founding partner of a multi-service entertainment company focusing on film production and client representation.
- ❑ Worked directly with screenwriters to edit their material.
- ❑ Bailed clients out of jail at comic conventions (I'm not kidding).