

# KelleyDeveny

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## About Me

I'm a fan of buttermilk pancakes, god-tier guitar riffs, and words that echo for a beat after you read them. My approach to brand work is fueled by a similar passion—for creative that belongs in a gallery hall, for strategy that makes your audience think they thought of the idea first, and for messaging that talks to people like humans. Because having a good story matters. But telling it in a voice loud enough to perk some ears is crucial. That's the goal for all my ideas: forge one remarkable story among a great many good ones.

## Skills & Interests

Lyric, literature, and poetry enthusiast  
Grammar Police (Unashamed.)  
Adobe Creative Suite (Illustrator, Photoshop)  
GenAI: ChatGPT, Firefly, Runway, DALL-E, & more  
Skilled written & verbal communicator  
Human truth observation  
Rich idea generation  
Timely and detail-oriented by nature  
Collaboration and teamwork skills  
Certified morning person  
Reading, writing, and understanding Spanish  
Guitar player for over 13 years

## Education

B.S. Strategic Communication - Advertising  
Minors: Business Entrepreneurship, Spanish

## University of Colorado Boulder

2020 - 2024 GPA: 3.83

**Honors:** Chancellor's Achievement  
Scholarship. Dean's Scholar in the College of Media, Communication, and Information.  
Dean's List 7x. Illinois State Seal of Biliteracy in Spanish

**Relevant Coursework:** Strategic Writing, Advertising Media Planning, Brands and Culture, Concepting, Portfolio Development, Copywriting Seminar, Software and Design Applications I and II, Business Innovation and Entrepreneurship

## Experience

### Junior Copywriter

**Razorfish, Chicago, IL**

August 2024–Present

- Finally got to live out my dream of working as a creative at an ad agency and had an absolute blast doing it.
- Wrote social, pitch, script, headline, tagline, and name copy for brands that you know & love, like Hydro Flask, Bumble, DIRECTV, and Texas Children's Hospital.
- Extracted words to give life to the concepts that designers and I ideated (and stuck to the brief while doing it).

### Creative Copy Intern

**Razorfish, Chicago, IL**

Summer 2024

### Social Media Manager

**Common Threads Boutique Consignment, Boulder, CO**

Feb–June 2024

- Styling outfits to appeal to a specific clientele's taste and practicing self control by not spending my whole paycheck each shift.
- Creating daily Instagram stories and reels strategized to garner customer interest and highlight important pieces in the store.
- Engagement: +140%, Profile Activity: +33%, Follower Count: +12%

### Creative Director Intern

**Bars.com / APRD Strategic Comm. Capstone, Boulder, CO**

Spring 2024

- Was curious how this startup planned to buy a drink for everyone in America. Learned how through directing the creative vision, concept creation, and ultimate execution for a punchy marketing campaign for Bars.com. Class-assigned campaign project for a real client.

### Paid, Owned, & Earned Media Intern

**Ferrara Candy Company, Chicago, IL**

Summer 2023

- Had access to way too much free candy.
- Supported paid, owned, and earned media communications on behalf of nationally adored brands such as Nerds, SweeTARTS, Laffy Taffy, and Trolli.
- Built an entirely new social media strategy and wrote copy for one brand's launch on Threads by Meta.
- Cross-functional collaboration with creative agency partners, ensuring alignment with more than four distinctive CPG brands' positioning and objectives.

### Sales Associate

**Aviator Nation, Aspen, CO**

Summer 2022

- Promoted the brand's image at one of Aviator Nation's top-performing flagship stores in Aspen, Colorado. Customer service, outfit styling, and lessons in really cool vibes.

### Social Media Chair

**CU Student Government, Boulder, CO**

Spring 2022

- Created content for, strategized, and executed social media content planning aiming to increase student engagement with CUSG and attendance at events.

### Intern

**Murphy Knott Public Relations, Chicago, IL**

Summer 2019

- Monitoring print and digital media, drafting press releases and emails to clients.

### TIME Person of the Year 2006

**Time Inc., New York, NY**

2006