

**Kristin Atkinson**

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WORK HISTORY

**Freelance Senior Copywriter**

June 2024 – Present

**Angry Butterfly**

**Senior Copywriter**

September 2022 – April 2024

- Developed creative campaigns and copy for brands, including Porsche, Art Gallery of Ontario, Gibson's Canadian Whiskey, Dairy Farmers of Canada, and Co-operators.

**Freelance Senior Copywriter**

January – August 2022

- Worked on projects for multiple agencies and clients on brands like Chipotle, Ontario Trillium Foundation, and Kraft Heinz.

**Humanity Agency**

**Senior Copywriter (contract)**

April – December 2021

- Conceptualized creative and crafted copy for social, digital and integrated campaigns for a variety of brands and organizations, including Big Brothers Big Sisters, Dairy Farmers of Canada, Park Street Education, and NPower.

**Colour**

**Senior Copywriter**

August 2020 – April 2021

- Lead writer on creative campaigns and digitally focused projects for clients like Voortman Bakery, Argus Insurance, Nature's Way, Knowledge First, and Guardian Capital.

**Freelance Senior Copywriter**

April 2014 – July 2020

- Creative concept development and writing for campaigns on a wide range of brands at several agencies throughout Toronto, including Cossette, Isobar, DDB, Publicis, Cundari, MacLaren McCann, Anomaly, The&Partnership, and Tokyo Smoke.

**GTB**

**Senior Copywriter (contract)**

April 2016 – April 2017

- Developed brand creative for integrated campaigns for Ford Canada and helped manage and advise junior creative teams.

**FCB**

**Copywriter**

November 2006 – March 2014

- Created integrated campaigns and crafted copy for a variety of clients, including Hewlett Packard, Ontario Lottery and Gaming, BMW, Canada Post, Fairmont Hotels & Resorts, TD Canada Trust, Milkbone, HBC, Ontario Power Authority, and Purolator.

**Red Rhino****Creative Intern**

January – May 2004

- Supported the creative team with writing and concept development on key brands.
- Assisted the account team with media buying and composing press releases.

## AWARDS

ADCC, Applied Arts, Communication Arts, Cannes (shortlist)

## EDUCATION

Western University, London, Ontario – Honors BA in English

Seneca College, School of Communication Arts, Toronto, Ontario – Diploma in Creative Advertising