

kailee taija needham.

copywriter + creative strategist

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🌐 /kaileetaija/

EXPERIENCE

JUNIOR COPYWRITER - HAVAS PEOPLE
JAN 2023 - PRESENT | NEW YORK

- Clients: adidas, Haleon, Mars, PepsiCo,
- I work with a team of client service specialists and creatives to create and write concepts for global recruitment and engagement campaigns for employer brands.

ASSOCIATE STRATEGIST - FCB
DEC 2021 - OCT 2022 | NEW YORK

- Clients: Marcus by Goldman Sachs, Florida Blue, Total by Verizon, FDA - The Real Cost.
- Pulled relevant syndicated research, and guided flow of primary research efforts to inform pitches and campaigns.
- Built briefing and competitive audit decks.

COPY INTERN - LEO BURNETT
JUN 2021 - AUG 2021 | CHICAGO

- Worked alongside creative and strategy teams to develop concepts for Wingstop, Firestone, and Basil Hayden's.

SOCIAL INTERN - COLORVIZION LAB
SEP 2020 - JAN 2021 | ATLANTA

- Established a social media strategy that grew the Instagram account from 8k to 12k followers in 90 days.
- Designed graphic assets, and internal pitch decks.

EDUCATION

MIAMI AD SCHOOL
PORTFOLIO, COPYWRITING
2020 - 2021

FLORIDA INT'L UNIVERSITY
M.S. IN GLOBAL STRATEGIC COMMUNICATIONS
2020 -2021

ST JOHN'S UNIVERSITY
B.S. IN COMMUNICATION ARTS
2016 - 2019

PROFICIENCIES

- Copywriting + Creative Writing
- Cultural + Brand Strategy
- Adobe Creative Suite
- Google Suite
- Presentation Design
- Research Design + Analysis

FACTS YOU DON'T NEED (DEBATABLE)

- Spends at least 5 hours on Tiktok everyday
- Has seen the Twilight movies over 30 times
- Can train any dog to 'shake hands'
- Has never broken a bone
- Has not met Beyonce...yet