

DK Wright

COPYWRITER

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Highlights

BSSP Holiday Boutique
Adweek : Agency Holiday Cards
December, 20th 2016

Winner of "The Big Ad" 2016
National Advertising Competition
September, 30th 2016

"Anthology: Crown Heights"
Writer and Co-Producer,
April, 30th 2016

"Talk Goes Through Us" Workshop.
Preemptive Edu Conference, NYU,
September 27th, 2014

"Innovator of Change" Awardee
J Walter Thompson/Differenter,
February 26th, 2014



Affiliations

Tri-State Diversity Council
The One Club
The Advertising Club
Madison's Collective
New York Cares
AmeriCorps Alumni

Experience

72U CREATIVE RESIDENT

72andSunny

Los Angeles, California

2017

One of seven participants in a 12-week collaborative, creative residency run through the advertising agency, 72andSunny. As a team we create a wide array of projects besides ads, from a creative career finder app, to a short documentary on automation.

Jr. COPYWRITER (Freelance)

Butler, Shine, Stern & Partners

Sausalito, California

2016

Worked on MINI USA for 2017 Countrymen preview events. Wrote for Sunrun, Saturday Morning, Nature Made and Greyhound. Contributed to Warner Brothers social launch campaign for Fantastic Beasts: Cases From The Wizarding World mobile game.

DIGITAL MARKETING MANAGER

Medicrea USA

New York, New York

2016

- Developed strategic vision & value proposition of a patient-based digital community using multi-method qualitative research, including digital diaries
- Redefined U.S. brand positioning of Medicrea's flagship product, UNiD
- Initiated digital strategy with omni-channel distribution & content creation
- Created new patient-facing website based on key insights that lowered site bounce rate by 17%, increased patient-inquiry by 130%, and Facebook engagement by 217%
- Led monthly KPI reporting with web & social analytics to confirm creative trends
- Customized social media playbook & managed a lean social suite
- Generated executive buy-in for fundamental shifts in the value of creative strategy projects in the pharma
- Handled end-to-end project & account management—including scoping, timeline development, and working with 3rd party vendors

DIRECTOR OF SOCIAL MARKETING & BRAND COMMUNICATIONS

Urban Word NYC

New York, New York

2012-16

- Wrote a proposal that secured 120k Google AdWords Grant
- Boosted awareness, engagement and thought leadership with creative direction
- Awarded 150k Grant by HIVE Digital Learning for Digital Internships
- Managed online content generation and maintenance, including both drafting and editing website content and supervised all social media platforms
- Digital community management; resulting in 150% initial increase in traffic & engagement in under 6 months
- Established charitable partnership with Deutsch Inc. for Annual Gala resulting in 4 new board members and raising over 90K in donations
- Designed concepts for new website and national rebranding campaign
- Generated executive buy-in for fundamental shifts in the value propositions of creative strategy projects for the National rollout of the Youth Poet Laureate program
- Handled end-to-end project & account management—including scoping, timeline development, and working with 3rd party vendors for creative services and production

Education

2011

City College of New York, B.A. in Advertising
Creative Focus: Copywriting Academic Honors: Dean's List
One Club Creative Boot Camp