

KENDRA NUTTALL

COPYWRITER BY DAY, POET BY NIGHT, WORD NERD

From punchy one-liners to long-form storytelling, Kendra writes across email, web, and social, helping shape brand voices and campaign concepts into clear, compelling copy. Yes, she's even been known to write a wedding speech or two. View her work at kendranuttall.com.

Kendra has authored [three poetry collections](#) and her creative work has been nominated for [Best of the Net](#).

kendranuttall@gmail.com | www.kendranuttall.com | 385-212-8099

SKILLS & ABILITIES

Writing: Copywriting, Brand Voice Development, Content Writing, Creative Writing, Editing

Marketing: Lifecycle Messaging, Direct Response, Campaign Ideation, Strategy

Tools: Google Workspace, Microsoft 365, WordPress, Figma, Canva, Klaviyo, ChatGPT

Project Management: Asana, Workfront, Slack, Microsoft Teams

Strengths: Strategic Collaboration, Excellent Communication, Accuracy/QA, Fast Turnaround

EXPERIENCE

EMAIL COPYWRITER

[FUEL MADE AGENCY](#), June 2024 - Present

- Write high-performing email campaigns and flows driving measurable ROI, including 70–80% open rates and 1–2% conversions across ecommerce brands.
- Develop campaign topics and shape brand messaging in collaboration with strategists and designers.
- Review copy and builds for accuracy, layout, links, and brand consistency prior to deployment.

COPYWRITER (BRAND)

[SPOONFUL OF COMFORT](#), Aug 2023 - May 2024

- Wrote web content, PDPs, product names, print ads, video scripts, and greeting cards for a gourmet gift box brand.
 - Supported cohesive cross-channel storytelling with designers, videographers, and product developers.
-

EDUCATION

BACHELOR OF SCIENCE, ENGLISH MAJOR

UTAH VALLEY UNIVERSITY, Graduated 2018

- 1st place poetry winner in UVU's student publication, [Touchstones](#), spring 2018 edition. Graduated with 3.78 GPA.

COPYWRITER

[JANE.COM](#), Oct 2019 - July 2023

- Wrote email campaigns, landing pages, blog posts, ads, and social content for an ecommerce fashion marketplace.
- Helped develop Jane's brand voice, taking ownership of their fashion and lifestyle blog.

COPYWRITER

[TRANONT / BRIZO PURE](#), April 2018 - June 2019

- Established Brizo Pure's brand voice and produced blog + social content, generating \$23,544 in directly attributed revenue.
- Supported health and wellness product launches through email, web, and multichannel marketing campaigns.

FREELANCE WRITER & EDITOR

VARIOUS CLIENTS, Aug 2015 - May 2017

- Ghostwrote long-form fiction, wrote entertainment articles, and provided proofreading/editing services for publishers and independent clients.