

# 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](http://kendranuttall.com).

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

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### 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

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### 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.

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### 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.