



Kira Henderson

Get to know me

I've always wanted to be a copywriter ever since I saw Peggy Olson on *Mad Men*. I love any and everything beauty, fashion, and interior design. Small character counts are my jam. And the last great book I read was *Gone Girl*.

It's nice to (unofficially) meet!

Schooling and training

Columbus College of Art & Design Graduated 5/2020
Master of Design in Innovation Design Strategies
Project Clients: Furniture Bank of Central Ohio, Airstream, Cardinal Health, Marylia Scott Cosmetics

Kenyon College Graduated 5/2015
Bachelor of Arts
Majors: Economics / English - focus in creative writing
Graduated *Cum Laude*

Agile 101: Introduction to Values, Principles, and Best Practices
— presented by Certified Scrum Master, 2017

Portfolio! Trust me, it's beautiful.

kirahenderson.com

Contact

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Cool stuff I've done

Copywriter 2/2018 - Present
Bath & Body Works

Produces campaign and daily cross-functional copy for all digital channels (Email, Site, App, and Paid Social). Partners with designers and copywriters to concept and execute stories for new seasonal product launches. From 2018 to 2021, owned all of the daily promo copy for the paid social (Facebook, Instagram, Pinterest, and TikTok) and display channels.

Jr. Copywriter Intern 5/2017 - 8/2017
Resource Ammirati, an IBM Company

Wrote copy for assigned brands (DSW, IBM iX, and White Castle) while adhering to the brand's voice. Successfully presented an intern team project to the agency and CEO for a Cat Chow loyalty program. Collaborated with creative directors, designers, and copywriters to concept and execute integrated campaigns, including websites, banner ads, mobile experiences, print, video, radio, and prototypes.

Freelance Copywriter and Blogger 8/2015 - 7/2016
The Dating Mix

Wrote bi-weekly dating life articles. Worked one-on-one with CEO to concept new ideas for website services, articles, and podcasts. Designed and wrote infographics and coupons.