



KAITLIN M. PALMA

STORYTELLER. WORD NERD.
PICTURE PERSON. YOUR NEXT
CREATIVE COLLABORATOR.

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ABOUT

As a ✨highly creative and versatile worker✨, my work ethic can be described as both confident and conscientious. I enjoy collaborative, fast pace work environments that are focused on the future. With multiple years of experience in academia and the marketing space within FinTech, Food/Bev/Grocery, and Wholesale Apparel, I've also spread my creative wings across the photography industry, working in the events and products space (she stays busy🔥). I'm here to use my skills and fiercely welcome new environments for learning.

REFERENCES

ERIN BANKS-KIRKHAM, PHD

Associate Professor at La Sierra University
CWI Program Director
ebanks@lasierra.edu

KYLE SAUSSER, MBA

Sr. Partnerships and Affiliates Manager at Acorns
ksausser@acorns.com

ANTHONY SCARPACI

Sr. Director, Growth Marketing at Acorns
ascarpaci@acorns.com

CAROLINE LITCHFIELD

Creative Director, Foxtrot Co.
caroline@foxtrotco.com

Edward Babaian

Copy Coach at EDWORD Inc.
Instructor at The Bookshop Advertising
Portfolio School
ed@edwordcopy.com

EDUCATION

LA SIERRA UNIVERSITY • RIVERSIDE, CA

Master of Arts | English: Literature, Rhetoric, & Composition | June 2019

LA SIERRA UNIVERSITY • RIVERSIDE, CA

Bachelor of Fine Arts | Film Studies: Screenwriting | Minor(s): Spanish, English
June 2017

ESCUELA SUPERIOR DE ESPAÑOL - SAGUNTO • SAGUNTO, VALENCIA, SPAIN

Abroad Studies | Spanish - Language & Culture | 2013-2014

EXPERIENCE

COPYWRITER (FULL-TIME)

Impact Managed Marketing | November 2023 - Present

- Works with over 15 active clients to develop compelling and engaging copy for marketing materials, including print and digital advertisements, product descriptions, email campaigns, and social media content.
- Collaborates with cross-functional teams, including designers, art directors, and marketing managers

COPYWRITER + CONTENT STRATEGIST (FREELANCE)

KMP Creative, LLC + Independent Contract | Sept. 2021 - Present

- Proven expertise in freelance copywriting and content strategy, specializing in delivering compelling and results-driven content across diverse industries including food and beverage, education, FinTech, and wholesale apparel.
- Demonstrated ability to navigate both B2B and D2C spaces, tailoring content strategies to suit the unique needs and nuances of each market.
- Proficient in developing creative concepts, brand messaging, and storytelling that effectively communicates brand values and resonates with target demographics.
- In-depth understanding of SEO best practices and a strategic approach to optimizing content for search engines, contributing to enhanced online visibility.
- Proactive in staying abreast of industry trends and leveraging insights to inform content strategies that align with market dynamics.
- Worked on both contracted projects and long-term contracts with brands like Tastemade, Foxtrot Co., King's Hawaiian, CreditNinja, City Colleges of Chicago, Nav, SeedInvest, BrainMD, Olli Salumeria, Tiger Balm, & Foxit.

ASSOCIATE PHOTOGRAPHER / CO-FOUNDER (SEASONAL)

Seth and Co. Photography | IG: @sethand.co | June. 2012 - Present

- Captures cherished memories for clients' special occasions (like weddings, engagements, etc.).
- Engages in planned portrait sessions with eager models to fuel ongoing creativity.
- Collaborates with existing and potential clients to arrange coverage for their preferred events.
- Skilled in streamlined processes using tools like Adobe Suite (Adobe Photoshop and Adobe Lightroom) and Pixieset.

COPYWRITER (FULL-TIME)

S&S Activewear | June 2022 - September 2023

- Manages creative copy team and brand initiatives in the marketing department.
- Takes charge of copy strategies and projects spanning web, email, print, and holistic campaigns.
- Collaborates on multifaceted initiatives across eCommerce, design, and social media teams.

GROWTH MARKETING ASSOCIATE (FULL-TIME)

Acorns Grow Inc. | Nov. 2020 - Aug. 2021

- Took charge of affiliate and partnership affairs, handling CPA/CPL negotiations and devising content plans for campaign and product debuts.
- Oversaw correspondence among the Growth team and Compliance, Legal, and Procurement departments.
- Proficient in project management and marketing analytics tools: Slack, Tableau, Jira, Impact Radius, Figma, Parley Pro, App Annie, and Google Office Suite.

ADJUNCT PROFESSOR OF WRITING (CONTRACT)

La Sierra University English Dept. | Aug. 2017 - Dec. 2020

- Crafted and delivered courses within the university's freshman composition series (ENGL 111, 112, 113, & Basic English).
- Efficiently pivoted to an online teaching environment during the onset of a worldwide pandemic.
- Skilled in utilizing Blackboard, Zoom, Google Classroom, and Microsoft Office tools. Maintained a comprehensive teaching portfolio, contributing to personal growth and enhancing university composition methodologies.