



Kathy Valenti

Senior Copywriter

Profile

I'm a nationally award winning copywriter with more than 20 years of experience. I've worked in-house for agencies, as well as direct with clients, to develop engaging brand experiences using all communications channels, including digital, social, broadcast, print, out of home, collateral, packaging, and more. I'm adept at creating and adopting a variety of brand voices to instill a unique and memorable persona. I'm also detail-oriented, a quick study, a fast worker, and can write in a variety of styles from humorous to heartfelt.

Employment History

Senior Copywriter at HMM Agency, Portland, Oregon/ Charlotte, North Carolina

2011 - 2019

Branding, concepting and copywriting for a variety of brands, including Palmetto Bluff (the work won national awards and praise from John Grisham-- yes THAT John Grisham), Freightliner, Detroit Diesel, Habitat for Humanity, Subway Restaurants, Thomas Built Buses, TriMet, Boy Scouts of America, and more.

Senior Copywriter at Citrus, Bend and Portland, Oregon

2002 - 2011

Branding, concepting and copywriting for respected consumer brands such as Dr. Martens, Nike, Caesar's Entertainment, Inc., LegalZoom, Montana Lottery, Oregon State University, the University of California at Santa Barbara, and others.

Copywriter at RalstonGroup/Ralston360, Bend, Oregon

1997 - 2002

Branding, concepting and copywriting for a variety of business-to-consumer and business-to-business clients, including The Make-A-Wish Foundation of Oregon, the Oregon State Fair, Safeco, Idaho Power, Providence Health Systems, Blue Cross Blue Shield of Idaho, and more.

Freelance Copywriter at Grady Britton, Portland, Oregon

2016 - April 2019

Branding, concepting and copywriting for Travel Portland, Oregon Coast Aquarium, the Oregon Convention Center, KinderCare, Oregon Health Insurance Marketplace, Port of Vancouver, and others.

Freelance Copywriter

2015 - 2019

I've worked as a freelance copywriter in a wide range of industries, with a special focus on the outdoors and healthcare. Clients have included Cairn, The Bend Environmental Center, and Bend Memorial Clinic, just to name a few.

Details

1928 SE Cooper Plaza, Bend, Oregon, 97702, United States, 541.350.3847

valenti.kathy@gmail.com

Skills

Copywriting

Brand Development

Brand Identity

Advertising

Digital and Social Marketing

Copy and Feature Editing

Editorial Writing

Novel-writing

Hobbies

Running, Snowmobiling, Scuba Diving, Reading

Education

Bachelor of Arts: English and Psychology, University of Oregon

1988 – 1992

I graduated summa cum laude with a Bachelor of Arts in a double major of English and Psychology.

Awards

National Addys

NW Addys

Rosey Awards

Silver Microphones

Drake Awards

Tom Hacker Award

Extra-curricular activities

Award-Nominated Novelist

In addition to working as a copywriter, I'm the author of the Agatha- and Lefty-award nominated Maggie O'Malley Mystery Series, published by Henery Press.

References

References available upon request