

Kristin Atkinson

Senior Copywriter

kristinatkinson.com | (416) 432-1278

kristin.m.atkinson@gmail.com

I'm a multi-skilled creative copywriter with extensive agency experience across diverse brands, adaptable in fast-changing environments. Collaborative, innovative, efficient and detail-focused, I've delivered everything from full-scale campaigns to fast-turnaround projects—blending creativity and strategy to create work that makes an impact.

WORK EXPERIENCE

Senior Copywriter (contract)

Mar 2025 – Present

Loblaw Agency

- Led multi-platform creative campaigns for no name and PC Foods, including in-stream and online videos, digital, social, and in-store channels, refining strategy to drive brand presence.

Senior Copywriter

Sep 2022 – Apr 2024

Angry Butterfly

- Created campaigns and content for Porsche, Art Gallery of Ontario, Gibson's Whiskey, Dairy Farmers of Canada, and Co-operators, elevating brand recognition and audience engagement.

Freelance Senior Copywriter

Jan 2022 – Aug 2022

- Collaborated with multiple agencies to produce results-driven creative on brands like Chipotle, Ontario Trillium Foundation, and Kraft Heinz.

Senior Copywriter (contract)

Apr 2021 – Dec 24 2021

Humanity Agency

- Developed digital, social, and experiential campaigns for clients and organizations like Big Brothers Big Sisters, Dairy Farmers of Canada, Park Street Education, and NPower, boosting awareness, education, and contributions.

Senior Copywriter

Sep 2020 – Apr 2021

Colour

- Led social and digital projects and crafted brand-aligned content for Voortman Bakery, Argus Insurance, Nature's Way, Knowledge First, and Guardian Capital.

Freelance Senior Copywriter

Apr 2014 – Aug 2020

- Conceptualized and executed creative for a wide range of brands across various Toronto agencies, including Cossette, Isobar, DDB, Publicis, Cundari, McCann, Anomaly, The&Partnership, and Tokyo Smoke—covering everything from fully integrated campaigns to targeted niche projects.

Senior Copywriter (contract)

Apr 2016 – Apr 2017

GTB

- Developed cross-platform creative for Ford Canada while guiding junior creatives.

Copywriter

Nov 2006 – Mar 2014

FCB

- Created multi-channel campaigns and copy for a variety of brands, including Hewlett Packard, Ontario Lottery and Gaming, BMW, Canada Post, Fairmont Hotels & Resorts, TD Canada Trust, Milkbone, HBC, Ontario Power Authority, and Purolator.

SKILLS

Concept Development, Creative Writing, Digital, Social Media, Communication, Collaboration, Copy Editing, Branding, C2C, B2B, Critical Thinking, SEO Content Strategy, Detail Oriented, Time Management, eCommerce, Marketing, Proficiency in Google Suite, Microsoft Office, ChatGPT, Midjourney, Adobe Creative Cloud, Slack, Wordpress, Figma, Coda, Miro

EDUCATION

Western University, London, Ontario – Honors BA in English

Seneca College, School of Communication Arts, Toronto, Ontario – Diploma in Creative Advertising

AWARDS

ADCC, Applied Arts, Communication Arts, Cannes (shortlist)