

Kristin Atkinson

kristin.m.atkinson@gmail.com | (416) 432-1278 | kristinatkinson.com

WORK HISTORY

Freelance Senior Copywriter

June 2024 – Present

Angry Butterfly

Senior Copywriter

September 2022 – April 2024

- Developed creative campaigns and copy for brands including Porsche, Art Gallery of Ontario, Gibson's Canadian Whiskey, Dairy Farmers of Canada, and Co-operators.

Freelance Senior Copywriter

January – August 2022

- Worked on projects for multiple agencies and clients on brands like Chipotle, Ontario Trillium Foundation, and Kraft Heinz.

Humanity Agency

Senior Copywriter (contract)

April – December 2021

- Conceptualized creative and crafted copy for social, digital and integrated campaigns for a variety of brands and organizations, including Big Brothers Big Sisters, Dairy Farmers of Canada, Park Street Education, and NPower.

Colour

Senior Copywriter

August 2020 – April 2021

- Lead writer on creative campaigns and digitally focused projects for clients like Voortman Bakery, Argus Insurance, Nature's Way, Knowledge First, and Guardian Capital.

Freelance Senior Copywriter

April 2014 – July 2020

- Creative concept development and writing for campaigns on a wide range of brands at several agencies throughout Toronto, including Cossette, Isobar, DDB, Publicis, Cundari, MacLaren McCann, Anomaly, The&Partnership, and Tokyo Smoke.

GTB

Senior Copywriter (contract)

April 2016 – April 2017

- Developed brand creative for integrated campaigns for Ford Canada and helped manage and advise junior creative teams.

FCB

Copywriter

November 2006 – March 2014

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

Red Rhino

Creative Intern

January – May 2004

- Supported the creative team with writing and concept development on key brands and assisted the account team with media buying and composing press releases.

AWARDS

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

EDUCATION

Western University, London, Ontario – Honors BA in English

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