

# KRYSTAL ROUNTREE

## SENIOR COPYWRITER

Creative Copywriter turning meaningful insights into compelling stories across film, digital and brand campaigns. I create work that moves culture and inspires action. I just need a problem to solve.

## EDUCATION

### MIAMI AD SCHOOL, EUROPE

2020 - 2021 | Copywriting Portfolio Program

### SOAS, UNIVERSITY OF LONDON

2014 - 2016 | MA Media and the Middle East

### TRINITY UNIVERSITY

2009 - 2013 | BA Middle East History

## EXPERIENCE

### SENIOR COPYWRITER

R/GA NY | 2026 - Present

Supported Eli Lilly's launch of Foundayo (Orforglipron) through the 'Now is Perfect' campaign

### COPYWRITER

Saatchi & Saatchi LA | 2022 - 2026

Ladywell #UncensorYourHealth


Kylie Kelce x Sienna, Minivan Mom Club


Toyota 2024 Paris Olympic and Paralympic Games

### JUNIOR COPYWRITER


Saatchi & Saatchi NY | 2021

CVS Health, DayQuil/NyQuil, Women in Film, Invisalign, Bounty

 541-601-8890

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 krystalrountree.com

## SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Figma & Digital Design Tools
- Microsoft Office Suite
- AI Tools: Gemini, Ideogram, Claude, ChatGPT, MidJourney
- Supervised & Mentored Interns

## HOBBIES

- Avid writer, currently crafting a novel about my crazy Latin family. Mom, please look away!
- Devoted parent to a delightfully spoiled mini poodle.
- Backwoods Oregon-raised and built for adventure in the great outdoors.

## LANGUAGE

English - Native

Italian - Fluent