



# KRYSTAL ROUNTREE

## COPYWRITER

Creative copywriter turning meaningful insights into compelling stories across film, digital and brand campaigns. I create work that moves culture, inspires action and actually matters.

 541-601-8890

 ksrountree@gmail.com

 Los Angeles, CA

 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

## 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

### COPYWRITER

Saatchi & Saatchi LA | 2023-Present

Ladywell #UncensorYourHealth

Toyota 2024 Paris Olympic and Paralympic Games

### JUNIOR COPYWRITER

Saatchi & Saatchi LA | 2022

Toyota Sequoia, Toyota Grand Highlander, Toyota Prius, Reliant, Circle K

### INTERN COPYWRITER

Saatchi & Saatchi NY | 2021

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