



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.

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



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Los Angeles, CA



krystalroutree.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