



KRYSTAL ROUNTREE

COPYWRITER

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



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Portland, OR



krystalroutree.com

EDUCATION

PORTFOLIO PROGRAM

Miami Ad School, Europe
2020 | 2021

MASTER OF ARTS

SOAS, University of London
2014 | 2016

BACHELOR OF ARTS

Trinity University
2009 | 2013

SKILLS

Adobe Creative Cloud.
Figma Design System.
Microsoft Office Suite.
Gemini, Ideogram, Claude, ChatGPT.
Supervised and mentored interns.
Fluent in English and Italian.

AD EXPERIENCE



WIEDEN + KENNEDY

Creative

2026 | Present

Creating sharp, strategic copy for Eli Lilly, transforming complex healthcare insights into compelling creative.



R/GA

Senior Copywriter

2026

Crafted social copy for Eli Lilly's "Now Is Perfect" campaign, shaping launch messaging across social channels.



SAATCHI & SAATCHI LA

Copywriter

2022 | 2026

Ladywell #UncensorYourHealth
Kylie Kelce x Sienna, Minivan Mom Club
Toyota 2024 Paris Olympic and Paralympic Games



SAATCHI & SAATCHI NY

Junior Copywriter

2021

Copywriting intern assisting on CVS Health,
DayQuil/NyQuil, Women in Film, Invisalign and Bounty.