

Keith Atzman

Senior Copywriter

ABOUT

A dynamic advertising creative with 10+ years of experience writing, concepting, and collaborating on big campaign ideas and executions across channels, brands, and industries.

EXPERIENCE

Senior Copywriter

REI Co-op, Seattle, WA / Contract/ July 2021 – April 2023

- Developed creative concepts for REI's digital properties, including marketing campaigns, brand messaging, and interactive copy.
- Created digital copy documentation to aid in best practices and priorities, including SEO, brand messaging, usability, and accessibility.
- Created and conducted user testing on UI and UX copy, resulting in improved site performance and higher customer engagement.

Senior Copywriter

POP, Seattle, WA / FTE & Contract December 2018 – November 2022

- Promoted to a select internal concept team, created to foster ideas and innovation agency-wide.
- Rebranded the Microsoft Surface for Business social presence, leading to a 32% growth in followers in 2019.
- Worked with agency leaders in the development of new business pitches, while implementing new processes to streamline asset creation for clients.
- Concepted and created material for the release of Microsoft Chrysalis, an internal employee engagement platform.
- Demonstrated leadership skills on internal projects, resulting in 5 Silver Addys in the 2020 AAF Seattle show.

Copywriter

24Seven Talent, Seattle, WA / September 2018 – January 2019

- Time-management and organizational skills allowed for pivoting between projects featuring an array of product categories while ensuring client expectations were met and exceeded.
- Proven craft skills led to accelerated responsibilities, including the guidance of copy direction and development on pre-sale pitches.

Copywriter

Career Sports & Entertainment, Atlanta, GA / 2013 – 2015

- Created and implemented an enhanced brief template to provide a more seamless workflow.
- Engagement driving ideations with Sprite resulted in an interactive microsite teaser campaign to hype the NBA All-Star Weekend.

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CLIENTS

REI Co-op

Microsoft

eBay

Target

Intel

Coca-Cola

AT&T

US Olympic & Paralympic

Committee

Atlanta Hawks

Xbox

F5

Sonoma-Cutrer Wines

Aflac

EDUCATION

Copywriting

Creative Circus

Atlanta, GA

BA / Journalism

University of

Northern Colorado

Greeley, CO

ACCOLADES

5 Silver Addys

Time's Person of
the Year

2nd Round Austin
Film Festival