

# HOLLY LAWTON

CONTENT, STRATEGY & PROJECTS / MARKETING & ADVERTISING

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## CAREER

### DOBIES HEALTH MARKETING

Kansas City, Mo.  
November 2018-present

#### SENIOR COPYWRITER / PROJECT MANAGER

My company is a strategy-first health marketing agency that spotlights my skills as a storyteller, brand builder and social media manager. With an instinct for the right words to make authentic connections with clients and customers, I can create a personalized experience that ultimately drives better health.

- I execute the creative direction and strategy for a wide range of clients, most notably Swope Health, Fox Chase Cancer Center of Philadelphia, Advena Senior Living, Lawrence Memorial Health, Valenz, Pharmacy First, National Board for Respiratory Care, and many community hospitals.
- I deliver engaging brand content to support our clients' marketing campaigns, including web copy, emails, blogs, white papers, launch toolkits, internal/external communications, videos, and digital/print ads.
- As a specialist in collaboration and organization, I create and manage content-driven projects and plans to keep us on time, on scope and on budget. Through excellent communication, problem-solving, and staying calm through chaos, my job is to make everyone else's job easier.
- My projects often include social media content and planning, SEO/SEM, and website management through WordPress and Hootsuite.

### GREYHEALTH GROUP

Kansas City, Mo.  
July-November 2018

#### SENIOR COPYWRITER

Partnered with art directors and worked closely with account managers on creative for our two primary pharmaceutical clients, Merck and Bayer. Deliverables included content for email, social media, direct mail, newsletters, print ads, and product/program marketing for farm and companion animal health. Full-time contract position for what is now Wunderman Thompson.

### YELLOWFAN STUDIOS

Overland Park, Kan.  
2016 – 2018

#### CREATIVE MANAGER / CONTENT DIRECTOR

YellowFan Studios, the internal creative agency for Sprint, handles a large part of its advertising and marketing efforts. Hired as editor-in-chief (content director) and later became creative manager of a seven-person team that included creative leads, copywriters and designers.

- Assigned, managed and approved creative for Sprint brand messaging, social media campaigns, TV and video scripts, print/digital ads, device and program launches, small business partnerships and field requests.
- Liaison among all studio teams to facilitate project execution and promote understanding of roles.
- Presented creative briefs and deliverables weekly to CMO/CEO. Worked closely with company leadership, business units, account managers and vendors on strategies and solutions for growth.
- Managed creative projects, deliverables, and content plans/calendars through Workfront Project Management Software.
- Led and ensured brand consistency for marketing and advertising deliverables across the entire company.
- Mobilized and developed my team in a start-up environment that was constantly evolving.

### **SPRINT**

Overland Park, Kan.  
2012 – 2015

### **DIGITAL CONTENT SPECIALIST III**

Senior copywriter and team lead on initiatives for messaging, branding, promotions and consumer engagement. Created web banners and other digital content to support campaigns for brand identity, device launches and special offers. Collaborated on creative approach and project objectives with designers, producers, business owners and project managers. Created presentation decks and managed timelines through approvals and launch.

### **VML**

Kansas City, Mo.  
2011-2012

### **EDITORIAL COPYWRITER**

Content manager for the agency team that executed the launch of Gatorade EDGE, a nutrition program targeting serious young athletes. Wrote, edited and curated original and supporting content for the digital campaign, including articles, videos and social media that required interviews and clinical sourcing. Researched and assigned topics on sports science, nutrition and training to other Gatorade writers and experts. Full-time contract position.

### **THE KANSAS CITY STAR MEDIA CO.**

Kansas City, Mo.  
2000-11

### **ASSISTANT MANAGING EDITOR**

Assigned, edited and coordinated all multimedia sports content, consistently ranking in the nation's top 10 for outstanding writing, design and projects. Was among only four women sports editors in the country during my tenure. Developed strategies for content, reader engagement and demonstration of staff expertise. Staff played a key role in increasing KansasCity.com's monthly unique readership to almost 4 million and doubling online revenue in 2008-10, approaching 30 percent of company's total revenue.

### **DEPUTY EDITOR**

Supervised and edited the work of seven staff members who covered the city's professional football and baseball teams. Shared responsibility with department head for excellence in writing and editing, planning, daily presentations, story concepts, budgets, meetings and staff development.

### **THE OREGONIAN MEDIA GROUP**

Portland, Ore.  
1994-99

### **ASSISTANT EDITOR, COPY EDITOR**

Final editor of all content for three daily editions of the print sports section. Assigned editing and proofreading tasks to the copy desk and approved their work. Responsible for all aspects of nightly production and deadlines.

## **EDUCATION**

### **UNIVERSITY OF KANSAS, B.S. JOURNALISM**

## **OTHER COOL THINGS I DO**

Highly engaged in animal rescue and community outreach for The Rescue Project, Alley Cat Allies and KCK Pet Help Coalition, coordinating Trap-Neuter-Return services and food banks for caretakers in need. Longtime board member for KC chapter of International Association of Business Communicators; President in 2017-18. Traveler, gardener, foodie, news junkie, cat video enthusiast, sports fanatic, HGTV diva-wannabe.