

I'M

**Krystle  
Smothers**



**== I WRITE ==  
— & —  
CREATE**

**TOOLS**

Brain, Markers,  
MS Office Suite,  
Adobe Creative Suite,  
Social Media, Humor

**EDUCATION**

**COPYWRITING PROGRAM @  
MIAMI AD SCHOOL**

Miami, FL & Brooklyn, NY // 2008 - 2010

**B.S. @ TOWSON UNIVERSITY**

Towson, MD // 2004 - 2008  
Major: Mass Communication  
Minor: Studio Art

**EXPERIENCE**

**SENIOR COPYWRITER @ ARC WORLDWIDE**

Chicago, IL // April 2019 - Present  
*Clients: Alcon, Abbott, Dunkin'*

**SENIOR COPYWRITER / ACD @ WALTON ISAACSON**

Chicago, IL // July 2016 - April 2019  
*Clients: McDonald's, Hefty, Hostess, This Little Goat, Kellogg's,  
The Glenlivet, State Fair Corn Dogs, Bristol-Myers Squibb,  
Nike, Shure, Lexus, Meiom*

**SENIOR COPYWRITER @ fluent360**

Chicago, IL // Mar 2015 - Jul 2016  
*Clients: Nissan, Infiniti, Hiscox*

**FREELANCE COPYWRITER @ TMV GROUP**

Detroit, MI // Dec 2015  
*Client: Everfresh Juice*

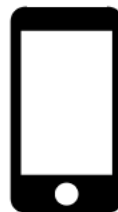
**JUNIOR COPYWRITER / COPYWRITER @ GLOBALHUE**

Detroit, MI // Nov 2011 - Feb 2015  
*Clients: Jeep, Chrysler, Dodge, FIAT, Walmart,  
Coca-Cola, NBA International, OneMain Financial,  
Susan G. Komen*

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**Thanks**  
**LET'S MAKE MAGIC**