

rob killeen

associate creative director | senior copywriter | brand strategist

- Senior Copywriter/Associate Creative Director, Verizon | 2018-current
 - DOING: branding, product marketing, web & app copy, affiliate marketing, social copy, creative direction, CRM, SEO, SEM, PR, FAQ copy, social copy, creative copy, production, photography, design, presentations, long-form technical writing, user guide production and ideation, informational writing, product copywriting
 - FOR (teams): Brand, Product, UI/UX, Legal, Engineering, Internal creative team, Social, Operations, Media, Affiliate, Care, Executive Leadership Team, Human Resources, Marketing
 - Sr Brand Strategist, TAG Marketing Agency | 2017-2018
 - DID: branding, creative direction, event marketing, inbound marketing, CRM, SEO, SEM, social media
 - FOR: Assurance Financial, Warner Orthopedic & Wellness, Noel Distillery, Arrow Pest Control
 - Sr Copywriter, Red Six Media | 2016-2017
 - DID: copywriting, account planning & managing, branding, content strategy, creative direction, social media
 - FOR: Louisiana State University, NatureSweet, DOW Chemical Company, Party Time Baton Rouge
 - Sr Brand Strategist, ThreeSixtyEight (Formerly Big Fish Presentations) | 2016
 - DID: copywriting, account mgmt, content strategy, SEO, SEM, creative direction, social media, digital strategy
 - FOR: Unilever, Raising Cane's, CenturyLink, Burgersmith, The Cajun Spoon, Wooly Threads
 - Lead Copywriter + Creative Director, Big Fish Presentations | 2010-2016
 - DID: presentations, social, branding, account mgmt, SEO, PR, event planning, production, creative direction
 - FOR: Paramount Pictures, NASA, Verizon, TED, Adobe, Entergy, Unilever, General Electric, CenturyLink
-

education:

Bachelor's Degree, Louisiana State University
Manship School of Mass Communications,
Digital Advertising - Copywriting Specialization
2009-2013

industry experience:

telecom, technology, aerospace, food service, legal, film,
utility, education, healthcare, clothing, beverages, finance,
chemical engineering, celebrations, real estate, insurance