

KIRA LATOSZEWSKI \ COPYWRITER

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EXPERIENCE

WEDDING AND EVENTS COORDINATOR \ ECLIPSE \ NOVEMBER 2022–PRESENT

- + Supported the successful coordination and execution of 6 weddings and events by assisting with logistics, vendor coordination, and administrative tasks.
- + Ensured seamless operations through effective communication with clients and vendors, meticulous setup, and proactive problem solving.

FREELANCE COPYWRITER \ NOVEMBER 2019–PRESENT

Projects \ Ian McLaren Photo, Bonnie Burke Weddings, Are Too Design

LEAD COPYWRITER \ VEHO \ MARCH 2023–PRESENT

- + Instrumental in the complete rebrand of the company's identity, website, and driver communications.
- + Led the completion of 2 brand videos from conception and production to final delivery.
- + Recreated company sales pitch deck, setting a new standard in data storytelling for the brand.
- + Facilitate and execute on numerous projects across the cross-functional organization.

COPYWRITER \ OJO \ MAY 2022–FEBRUARY 2023

- + Utilized UX/UI insights to rebrand copy on the company website and app.
- + Created messaging frameworks for three unique audiences: consumer, agents, and media/industry.
- + Concepted and scripted 2 YouTube ad spots.
- + Worked with a designer to strategize and launch OJO's Instagram.

COPYWRITER \ GOPUFF \ MAY 2021–MAY 2022

- + Crafted copy for over 50+ brands while maintaining Gopuff's overall tone of voice.
- + Ensured a seamless user experience through effective copy in app messaging and push notifications.
- + Concepted and executed campaigns surrounding major holidays such as Christmas and Women's History Month.
- + Worked cross-functionally with strategy, partnerships, and account executives to ensure client satisfaction.

LEAD COPYWRITER \ FOXTROT \ MAY 2019–MAY 2021

- + Developed and implemented brand voice and created TOV guidelines.
- + Owned copywriting across all brand touchpoints such as in-app messaging, product descriptions, point-of-sale communications, email marketing, social media copy, and out-of-home advertising.
- + Partnered with design to concept, create, and market four private label brands.
- + Created numerous campaigns to effectively communicate promotions, store openings, and events to consumers.

COPYWRITER \ HAVAS CHICAGO \ JUNE 2018–MAY 2019

Accounts \ Ragu, Bertolli, Angostura Bitters, Farm to Fork Pasta Sauce, Giulianna Prosecco, Coca-Cola Soccer

JUNIOR COPYWRITER \ PLAN B AGENCY \ SEPTEMBER 2017–MAY 2018

Accounts \ McLaren Automotive, Mathers, Twice As Nice, TruVue

EDUCATION

DePaul University \ GPA: 3.9 \ B.A. in PR & Advertising