

RÉSUMÉ

EXPERIENCE

7.21 11.21 **The Workshop**

- Portfolio building program working on three briefs for concept, idea, and executions for each where different.
- We were connected with a "teacher" that mentored another copywriter and me through each brief and gave feedback throughout the process.
- Idea of the program, to create a setting for AD/ Copywriter to understand better the concepts of the creative process.

2.21 3.21 **Zulu Alpha Kilo—Freelance**

- Lead the copywriting for the extension ideas of a current campaign. Paired with two art directors for six weeks on current client campaign for "Zoomers"
- Reported formally to ACD team for creative concepts to change opinions of reverse mortgages — mainly to new avenues to make more appealing to 65+ in Canada.

10.20 12.21 **TOC: Fall Mentor Program w/GS&P**

- A first, for The One Club—Fall mentor program. Paired with three creatives and mentored by three senior creatives from GS&P
- A "Open Business Brief" was given to us. We chose the restaurant industry, being the most in jeopardy—because of the pandemic, and focused on immigrant-owned businesses specifically.
- I worked to craft the copywriting and creative strategy within the group.

9.20 10.20 **BBH—Beautiful Minds Virtual**

- A BBH, first for their "The Beautiful Minds Strategy Internship, "BBH NY typically does over the summer.
- I crafted a copy and strategy for the client "The Good Call," a tech-driven hot-line for those most at risk for arrest in NYC.
- Over days, we delved into our brief to deliver creative solutions for the problem presented by the client, with the help of two senior strategists.

8.20 9.20 **Indoor Recess—Pitch Competition**

- A two-week pitch competition paired with seven others and briefed by Disney Music Group promote a Alexa skill for their Disney Hits Playlist.
- Supported by mentors from multiple agencies, individually coming from distinct agency roles.
- Ending with a video presentation judged by our supporting agency, *Big Spaceship* leaders, and other senior creatives in the industry.

EDUCATION

2016
2020 **Academy of Art University**
M.F.A. Copywriting

2005
2009 **California State Long Beach**
B.A. Rhetorical Comm., Minor Marketing

SKILLS

CREATIVE STRATEGY:

Understanding the intersection of great work that can come from creative ideation, strategic process, and well-written copy create great advertising.

ADOBE SUITE:

InDesign, Photoshop, Lightroom. With working knowledge of Premiere, After Effects and XD.

PHOTOGRAPHY

Landscapes, long exposures and learning that shooting photos in the RAW, is always encouraged.

KITAJI

COPYWRITER

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ACHIEVEMENTS

2021 SF ADDYS

2—GOLD (TWITTER)
Best of Show, Social Media
1—SILVER (MENTOR)
Integrated Campaign

2021 MUSE AWARDS

1—SILVER (MENTOR)
Integrated Campaign

2020 SEPT—YS

WINNER—RG/A BRIEF:
Solution to the loss of teachers, considering the pandemic. "Google Mentor"

2020 SF ADDYS

5—BRONZE
Won for integrated, radio, and OOH Ads.