

Daina Kiela

copywriter

WHERE?

✉ dainkiela@gmail.com

🌐 dainkiela.com

in linkedin.com/dainakiela

WHY?

University of Illinois

Bachelor's in English
2011 - 2014

Chicago Portfolio School

Copywriting
2016 - 2017

Second City Training Center

Writing 1
2019

HOW?

- Microsoft Office
- Squarespace
- Spanish (basic)
- Nerd (fluent)
- Sketch-writing
- Memes

WHO?

Creative sniper with a slight obsession for all things Disney.
Introvert with a flair for the ✨dramatic ✨
Pun addict with a 5-star-rated wedding hashtag business on Fiverr.
Open to remote, full time work.

WHAT?

SENIOR COPYWRITER

The Zeno Group / Remote / August 2022 - present

PR campaigns for ALDI, Kraft Heinz, Newell, Scotts Miracle Gro, 3M, Coca-Cola and The US Olympic & Paralympic Committee. Worked on winning pitch for USOPC.

COPYWRITER

The Marketing Arm / Remote / August 2021 - August 2022

Shopper, on-premise, and video campaigns for Pernod Ricard brands.

COPYWRITER

VMLY&R Commerce / Chicago, IL / August 2019 - July 2021

Shopper, digital, social campaigns for Mondelez, Coca-Cola, 3M and Waste Management. Worked on winning pitch for Miller-Coors account. Effie case study video scripts.

JUNIOR COPYWRITER / COPYWRITER INTERN

Laughlin Constable / Chicago, IL / May 2018 - August 2019

Digital, print, social, video, radio and OOH campaigns for Real Techniques, Northwestern Medicine, World Finance and Hoosier Lottery.

VOLUNTEER COPYWRITER

Women's March Chicago / Chicago, IL / December 2017

Poster and merchandise copy for the Jan 2018 Women's March to the Polls event. Copy has since been trademarked by the organization.

FREELANCE COPYWRITER

Narrative Science / Remote / March 2015 - May 2018

Taught AI to generate body copy en mass for online catalogs. Clients included Target, Home Depot, Groupon, Staples and Neighborhoods.com.