

CHRISTINA KNUEVEN

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EXPERIENCE

SENIOR COPYWRITER

KERN, an Omnicom Agency, Los Angeles, CA October 2019 – Present

- Concept and execute direct response creative, including digital, email, and direct mail.
- Contributed to and helped win incremental \$1 million business, showcasing upper funnel brand building executions (print, digital, OOH) and direct response.
- **Clients:** American Express, AT&T

COPYWRITER

City National Bank, Los Angeles, CA September 2017 – October 2019

- Concepted, wrote, and edited for integrated campaigns including print, OOH, digital, email, direct mail, social, and web.
- Created and maintained national brand guidelines, as well as various product and LOB sub-brand guidelines ladder up to overall brand strategy.

COPYWRITER

NOMAD Agency, Los Angeles, CA February 2016 – September 2017

- Led copy team to develop and generate content strategy, website copy, branding, social media, scripts, digital campaigns, SEO blogs, and email marketing for various clients within education, tech, health & wellness, and food verticals.
- **Clients:** MyMo Mochi Ice Cream, Burgerim, University of Southern California, Denise Austin, Griddy Electricity

COPYWRITER & EDITOR

My Health Career Navigator, Los Angeles, CA May 2014 – February 2016

- Created and managed content for print, website, social, and email.
- Edited reports and literature reviews examining emerging issues, challenges, and opportunities to build the primary care workforce in California.

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

B.A., Literature and Creative Writing

GPA: 3.79

UNIVERSIDAD DE GRANADA, SPAIN

Spanish Literature

GPA: 4.0