

KRISTIN FURJANIC

CREATIVE. COPYWRITING. STRATEGY.

CONTACT

Kfurjanic@gmail.com

630.772.0477

Bend, OR, USA

[Portfolio](#) || [LinkedIn](#)

EDUCATION

UNIVERSITY OF IOWA

Iowa City, IA

- BA in Communication Studies
- Minor in Mass Communications/Journalism

LORENZO DE'MEDICI

Firenze, Italy

SKILLS + TECH

- Creative Copywriting
- Digital Brand Storytelling + Identity
- Creative Ideation
- Content Strategy
- Digital Campaign Concepting + Copywriting
- SEO-focused Content Creation
- WordPress, Squarespace
- Figma
- Asana, Basecamp, Trello, JIRA

PROFESSIONAL EXPERIENCE

FREELANCE CREATIVE DIRECTOR - COPY + STRATEGIST

CLIENTS: *BetterWay Ventures / Lightly, LLC / Solring Consulting / The Salt Collective / Rhythm of Being / Madison Reed / Y&R - Bel Brands / Blast Radius - Lenovo*

KF Creative, LLC | Remote | September 2022 – Present

- Elevates brand voice/tone/personality and crafts unique messaging across platforms to highlight product offerings and align with brand identity, values, and business goals.
- Concepts, writes, and publishes creative website, product, and digital ad copy; refines messaging to speak to primary audience segments and drives them to take action.
- Leads creative strategy and manages meaningful brand narratives across a range of B2B and B2C clients in coaching/consulting, beauty, tech, etc.

SR. MANAGER, CREATIVE CLIENT CONTENT

RevenueWell | Remote | April 2022 – September 2022

- Established client relationships to create and execute custom website copy for a variety of healthcare/dental brands.
- Built out customized, client-facing (B2C) content strategies.
- Migrated and managed a content team; edited and approved digital brand and SEO-focused blog copy.

MANAGER, CONTENT MARKETING | BRAND MARKETING FREELANCE SR. COPYWRITER

Basis Technologies | Remote | April 2018 – January 2022

- Shaped, refined, rebranded, and launched brand voice and tone; led copywriting across both employer and business brands.
- Ideated, pitched, built, and executed copy across Basis.net WordPress site, product suite, and digital campaign tactics; supported brand awareness and lead generation throughout customer journey to increase ROI.
- Partnered with SEO vendor to align SEO-focused initiatives with content strategy to increase average time on site 86% YTD 2019-20.
- Managed and guided team of 4 copywriters; increasing holistic social engagement 69% 2018-19 YOY.