

HOLLY LAWTON

MARKETING COMMUNICATIONS / CONTENT & STRATEGY

hollylaw68@gmail.com / 913-634-8939

CAREER

YELLOWFAN STUDIOS

Overland Park, Kan.
2016 – 2018

CREATIVE MANAGER / EDITOR IN CHIEF

Content director and creative team manager for Sprint's internal marketing agency. Partnered with business units, account managers and clients on messaging and strategy for brand communications, advertising campaigns and product/program launches. Directed and assigned resources from a creative team of seven. Concepted and managed studio projects for B2B and B2C. Wrote and approved content and marketing materials for TV/radio, video, social media, out of home, digital and print. Led studio efforts for brand standards and quality, including style guides for copy and imagery. As part of core leadership team, collaborated on solutions and efficiencies, ideation, strategies, budgets and metrics/analytics. Committed to leading and motivating a great staff that engages happy customers.

SPRINT

Overland Park, Kan.
2012 – 2015

DIGITAL CONTENT SPECIALIST III

Senior copywriter and editor for Digital Marketing. Team lead on campaigns and copy for brand, business value, device/product launches, promotions, test & target, special offers, SEO, rate plans and user support. Collaborated on creative approach and project goals with business owners, managers, vendors and designers. Created project decks and led visual presentations, managing creative deliverables through execution, approvals and launch.

VML

Kansas City, Mo.
2011-2012

EDITORIAL COPYWRITER

Content manager for agency team that executed editorial strategy for digital initiative Gatorade EDGE, a nutrition program targeting serious young athletes. Wrote, edited and curated original and shareable content including articles, social posts and videos. Researched and assigned topics on sports science, nutrition and training to Gatorade writers and experts. Cultivated client relationship through daily communication and ideation; managed content calendars.

THE KANSAS CITY STAR MEDIA CO.

Kansas City, Mo.
2006-11

ASSISTANT MANAGING EDITOR

Assigned, edited and coordinated all multimedia sports content, consistently ranking in the nation's top 10 for writing, design and projects. Developed strategies for content, design, reader engagement and demonstration of staff expertise. Staff played a key role in increasing KansasCity.com's monthly unique readership to almost 4 million and doubling online revenue in 2008-10, approaching 30 percent of company's total revenue. Management role grew to include a broader editorial direction and marketing focus, driven by the global transition from traditional media to digital and social.

**THE KANSAS CITY
STAR MEDIA CO.**

Kansas City, Mo.
2000-06

DEPUTY SPORTS EDITOR

Supervised and edited the work of seven staff members who covered the city's professional football and baseball teams. Shared responsibility with department head for every aspect of the section, including writing and editing, planning, daily presentations, story concepts, budgets, travel and meetings. Developed staff through constructive feedback, edits and rewrites.

**SPORTING NEWS
MAGAZINE**

St. Louis, Mo.
1999-2000

ASSISTANT MANAGING EDITOR, COPY EDITOR

Edited, proofed and supervised production of seven annual preview magazines for pro and college sports. Served as final quality-control editor on press nights for the weekly magazine as well.

**THE OREGONIAN
MEDIA GROUP**

Portland, Ore.
1994-99

ASSISTANT EDITOR, COPY EDITOR

Final editor of all content for three editions of the sports section. Assigned editing and proofreading tasks to the copy desk and approved their work. Responsible for all aspects of nightly production and deadlines.

EDUCATION

UNIVERSITY OF KANSAS, B.S. JOURNALISM

WHERE TO FIND ME

LINKEDIN: <http://www.linkedin.com/in/hollyklawton>

WORK SAMPLES: <https://hollylaw68.journoportfolio.com/>

BLOG: <https://hollypowermeows.wordpress.com/>

OTHER COOL THINGS I DO

KC IABC: Board member and longtime volunteer for KC chapter of International Association of Business Communicators; President in 2017.

THE RESCUE PROJECT: Coordinator for Trap/Neuter/Return for animal rescue and outreach group that works to control reproduction and disease in feral cat colonies in the KC metro area.

KCK PET HELP: Team lead for coalition of volunteer outreach groups that traps and provides medical attention to stray animals in Kansas City, Kan.