

CRYSTAL BOERSMA

SENIOR COPYWRITER

4354 Compton Way
Bloomfield Hills, MI
4crystalsmith@gmail.com
313.580.3390
<http://crystalboersma.work>

SKILLS

Copywriting
Social Media
Script Writing
Content Creation
Digital Marketing
Creative Direction
Product Positioning
Integrated Marketing
Campaign Concepting

AWARDS

GOLD EFFIE
Best Use of Social Media

GOLD WOMMY
Influencer Integration
Cause Marketing

D SHOW
Best in Show

CREATIVEPOOL
People's Choice, Digital

EDUCATION

UNIVERSITY OF IOWA
B.A., Communications
Journalism & English minors

THE BRIEF

- GET:** Hiring decision makers like you
WHO: Don't know if Crystal is right for their organization
TO: Explore her credentials and reach out for a conversation
BY: Demonstrating her diverse, relevant writing experience across brands, audiences and marketing channels

FREELANCE COPYWRITER | 2018 – Present

- **GoDaddy** digital, social, online advertising, scripts, OOH
- **Stryker** B2B medtech content in digital, social and print for Neurosurgical, Neurovascular, Ortho, Cranial, Endoscopy
- Scripts and run of show for **Buick GMC** Dealer of the Year event
- Experiential marketing for **BrightDrop** at CES and FedEx Cup
- 2020 **Ford** Escape launch in TV, digital, social

CREATIVE DIRECTOR

Organic | Troy, MI | 2014 – 2018

- Award-winning **U by Kotex** work, including NYC pop-up Period Shop with 560M earned media impressions and 6,300 visitors
- **Women's Convention** social media, **Sephora** online community, **Smuckers** site and social, **Pulte Homes** collateral and digital

CREATIVE DIRECTOR

DigitasLBI | Detroit | 2012 – 2014

- **General Motors** owners' website
- **Harley-Davidson** digital and social

ASSOCIATE CREATIVE DIRECTOR

DigitasLBI | Chicago | 2009 – 2012

- Online contest with Paula Deen for **Philadelphia Cream Cheese**
- Digital **Walgreens** flu campaign

SENIOR COPYWRITER

DigitasLBI | Chicago | 2006 – 2009

- Site, social, online advertising for **Nokia**, **Disney** and **MillerCoors**