

# Kayla Provencher

## STORYTELLER & COPYWRITER

New York, NY

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Detail-oriented and enthusiastic copywriter with 7+ years in both agency and in-house settings. Specialized in both long-form SEO content and short-form copy. Skilled in collaborating with diverse teams, curating content, and ensuring on-time, budget-conscious delivery.

## EDUCATION

Skidmore College  
Saratoga Springs, NY

Bachelor of Fine Arts,  
Anthropology & English

## PROGRAMS

Google Suite, Microsoft Office, Asana, Final Draft, Adobe Suite, MailChimp, Trello, Monday, Excel, Canva, WordPress, Basecamp, Ahrefs, SEMrush, Jira, Sketchup, Pipedrive, Squarespace, Sanity, Typeform, Box

## CERTIFICATIONS

Meta Marketing Analytics  
Professional Certificate  
Digital Online Marketing |  
Digitalmarketer HQ  
Search Engine  
Optimization (SEO) |  
Digitalmarketer HQ

## PROFESSIONAL EXPERIENCE

### Producer | LNC Productions | 2021 - 2023

- Developed campaign concepts and spearheaded the creative process for 20+ Fortune 500 companies, with a focus on clients in travel and retail spaces.
- Crafted campaigns that boosted profitability and enhanced customer experience across both internal and external marketing teams.
- Oversaw a creative team of 14 professionals, including writers, designers, and animators, along with a team of 10+ freelancers and vendors.
- Managed client feedback meetings.

### Lead Script & Copy Writer | LNC Productions | 2021

- Developed compelling, brand-specific copy for various clients, focusing on digital and social media platforms.
- Curated all client-facing creative briefs and proposals.
- Managed the entire script-writing team and editorial pipeline.
- Led digital marketing initiatives across paid social channels to test and distribute content.
- Achieved a 100% growth in LNC Productions' social media following across major platforms.
- Increased LNC newsletter open rates by 150% and click rates by 40%, significantly contributing to higher conversion.

### Editor & Copywriter | Freelance | 2019 - 2021

- Developed brand strategies and guidelines for 13 clients in retail, healthcare, and travel space.
- Crafted copy for client landing pages and blogs.
- Created short-form copy for paid search and banner ads.

### Reporter | Citywire | 2019

- Conducted independent research and authored 3+ published original articles daily.
- Established enduring relationships with public relations teams and sources.
- Earned the "Most Read Story" accolade eight times.
- Provided essential administrative, organizational, and research support to lead reporters.

### Editor & Copywriter | Wealthfit | 2018 - 2019

- Spearheaded copywriting and editing for 34 online courses, 40+ podcasts, and social media.
- Managed organization of databases containing author contacts and online publications.
- Crafted analysis-informed content, resulting in a 65%+ increase in site engagement.
- Conducted A/B testing to optimize copy and increase web traffic.
- Pioneered an editing style guide that enhanced editorial efficiency by approximately 40%.
- Dramatically improved SEO ratings.

### Corps Member | Teach for America | 2016 - 2018

### Personal Editor | Skidmore College | 2015 - 2017

- Curated and edited scholarly articles for *Revue CELAAN*.
- Edited *Limitless Undying Love: The Ballad of John and Yoko and the Brownings* published by Shires Press.