

Kimi Mattig-Louria

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PROFILE

After nearly 20 years of experience in the advertising and marketing industry, Kimi has honed in on the ability to carve out the big idea and sell it masterfully. From writing for an automotive audience on Jeep and Chrysler, to creating strategies for a myriad of Procter & Gamble products, Kimi has worked on successful campaigns for a vast variety of clientele worldwide.

EXPERIENCE

Creative/Senior Copywriter MARS Advertising Detroit — January 2013-present
Strategic planning, conceptualizing, selling and co-production of shopper marketing campaigns/tactics through various in-store and digital mediums.

Creative Director/Copywriter KML Creative, LLC — 2006-present
Strategic planning, developing, selling and production of conceptual ad campaigns for various clienteles, in various mediums including digital on a freelance basis.

Senior Copywriter BBDO Detroit — 2002-2005
Conceptualized, sold and co-produced automotive ad campaigns, and crafted copy for television, radio and print mediums. Worked with talent through all areas of production through completion.

Senior Copywriter McCann-Erickson Detroit — 2001-2002
Conceptualized, sold and co-produced automotive ad campaigns, and crafted copy for television, radio and print mediums. Worked with talent through all areas of production through completion.

Senior Copywriter W.B. DONER Detroit — 1999-2001
Conceptualized, sold and co-produced ad campaigns, and crafted copy for television, radio and print mediums for several clients including American Greetings, Coca-Cola, Detroit Zoo and Blockbuster. Worked with talent through all areas of production through completion.

Senior Copywriter EURO RSCG Tatham, Chicago — 1997-1999
Conceptualized, sold and co-produced ad campaigns, and crafted copy for television, radio and print mediums for several clients including Red Lobster, Old Spice, Head & Shoulders and Huffy. Worked with talent through all areas of production through completion.

Copywriter Tinsley Advertising, Miami — 1995-1997
Conceptualized and co-produced ad campaigns, and crafted copy for television, radio and print mediums for several clients including The Florida Keys, Mayors and John Alden Health. Worked with talent through all areas of production through completion.

EDUCATION

Miami Ad School— Master of Science in Mass Communication, 1995
Loyola University—Bachelor of the Arts in Communication, 1993

SKILLS

Exceptional ability to strategize, conceptualize, produce and sell advertising online and off that directly connects to audiences in almost any industry.

ACKNOWLEDGEMENTS

Car and Driver.com's "10 Best Car Commercials"
Bronze. National Addy Awards
Gold. Detroit Caddy Awards
Big Idea's "Diary of a Concept" - published.

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People's Choice. Miami Addy Awards
3 gold and 5 silver. Miami Addy Awards.
6 gold, 4 silver and 3 bronze. HMS International Travel Advertising Awards
Gold. Print magazine – published.
Gold. CMYK Magazine – published.
Finalist. One Show Student Competition – published.
Best of Show. Miami Ad School.
Finalist. One Show Student Competition – published.

WEBSITE

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