

Kirsten Bakstran

Copywriter & Content Writer

Portfolio: KirstenWorld.com
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COPYWRITING EXPERIENCE

Buzzfeed

New York, NY

Branded Content Writer / Copywriter

10/2021 - Present

- Write highly successful branded posts for external clients, including the most viewed branded post of 2023, which garnered over 100,000 unique views.
- Ideate and write a variety of other ads for clients, including onsite ads, social posts, influencer collaborations, vertical videos, and animated ads.
- Create and pitch concepts to clients based on their RFPs, then work directly with those clients to create content that fulfills their campaign objectives.

Pocketwatch Games

(Remote)

Freelance Writer for *Monaco 2*

08/2024 - 02/2025

- Wrote chatter (dialogue for NPCs) that's displayed throughout the game and helped brainstorm larger story arc ideas.

Bustle Digital Group

New York, NY

Commerce Writer

10/2020 - 10/2021

- Wrote five plus SEO-driven, long-form commerce articles per week for Bustle, Inverse, Mic, and other Bustle Digital Group sites.

Wayfair

Boston, MA

Copywriter - Media Brands and Canada Marketing

1/2016 - 8/2018

- Wrote long- and short-form copy across marketing channels, including for on-site, email, direct mail, and paid social.
- Worked with Wayfair's external partner brands to create personalized brand pages, on-site ads, and mailers.

Copywriter - Exclusive Brands

- Wrote and edited SEO-driven product copy, brand-related content, and editorial copy for Wayfair's exclusive brands.

EDUCATION

Boston University College of Communication

Boston, MA

Master of Science in Television Producing & Management

Graduated 12/2019

Boston University College of Communication

Boston, MA

Bachelor of Science in Communication

Graduated 2015

SKILLS & INTERESTS

Skills: Proficient in Premiere Pro, Photoshop, After Effects, CapCut and several CMS softwares.

Interests: Creative writing, comedy, cooking, and crossword puzzles.