

Kirsten Bakstran

Copywriter & Content Writer

Portfolio: KirstenWorld.com
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Address: New York, NY

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.

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.

ADDITIONAL EXPERIENCE

6th & Idaho

Los Angeles, CA (Remote)

Freelance Book/Script Reader

07/2020 - 01/2023

- Read five optionable books plus scripts every month then provided detailed synopses for each one.

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.