

Kevin Kautzman, MFA

Copywriter

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Samples: ktothe2.com/kevinwrites

References available upon request.

Overview

I'm an award-winning writer with an MFA from the Michener Center for Writers at UT Austin, where I was a fellow. My creative writing has been presented and published around the UK and US, and my work as a creative copywriter and project lead in digital media has driven millions of pageviews and dollars of revenue. Clients include Chegg, Discount Tire, the International Association of Fire Fighters, MobiLoud and Treasure Island Casinos. I bring a unique combination of creative, technical, SEO, WordPress, research and analytical skills to work and specialize in creative copy that gets, and keeps, attention.

Experience

K2 Creative Digital / Freelance Copywriter

2010 - Present

As a freelance copywriter, I specialize in digital copy, creative blog posts, SEO writing, webpage writing and WordPress. Recent samples include productivepower.com and wphomebase.com.

Send It Rising / Senior Copywriter

2013 - 2019

With Send It Rising I wrote SEO copy for national clients including Discount Tire and Treasure Island Casino as well as numerous local clients. In this capacity I copyedited SIR founder's book EVERYBODY'S DOING IT, which became the #1 Amazon release in the SEO/Digital Marketing category.

Teachers-Teachers.com / Accounts & Digital Copywriter

2005-2010

With Teachers-Teachers.com I managed \$250k in annual accounts and wrote creative email marketing directed at a database of 100k teachers and K-12 education stakeholders.

Education

UT Austin, Michener Center for Writers Fellow / MFA

2010-2013, Creative Writing: Playwriting & Screenwriting

The University of Minnesota - Twin Cities / BA

2010-2013, History & Philosophy