



# Kira Henderson

## Work Experience : : About Me

Bath & Body Works - Reynoldsburg, OH  
2/2018 - Present

### Digital Content Copywriter

Produces all copy for display and paid social channels (Facebook, Instagram & Pinterest) that is informative, concise and compelling to target audiences. Contributes to the concept development and execution of cross-functional creative for website and email while working closely with members of the marketing and direct teams.

Resource Ammirati, an IBM Company - Columbus, OH  
5/2017 - 8/2017

### Jr. Copywriter Intern

Produced copy for DSW, IBM iX, and White Castle that was clean and consistent with the clients' business, project objectives, and audience. Collaborated with art directors, designers, editors, and other team writers to concept copy and execute integrated campaigns, including websites, banner ads, mobile experiences, print, in-store, video, radio, and prototypes.

Matchstick Pictures - New York, NY  
5/2016 - 10/2016

### Research Assistant

Assisted Oxide radio show producers to identify future guests and develop interview questions, show topics, story arcs, and website ideas. Conducted investigative research on stories of people questioning cultural beliefs around commerce, currency, and exchange of any kind, to widen audience's understanding of economic wealth and well-being.

The Dating Mix - New York, NY  
8/2015 - 7/2016

### Freelance Copywriter and Blogger

Created engaging merchant descriptions to advertise information, products, and services via website. Wrote articles about various dating life topics. Researched competitors and trends, pitched ideas, and designed infographics and coupons. Assisted CEO with website and logo edits and generated ideas for new website services, articles, and podcasts.

I'm a branding and writing enthusiast with my roots in research and my head in innovation. Grounding my work in strategic and creative insights, I've been able to surpass client goals in a wide array of media to create highly conceptual work.

It's nice to (unofficially) meet!

### : Creative Education and Training

Columbus College of Art & Design  
Master of Design in Innovation Design Strategies

Columbus, OH

8/2018 - 5/2020

Project Clients: Furniture Bank of Central Ohio, Airstream, Cardinal Health, Marylia Scott Cosmetics

Kenyon College  
Bachelor of Arts

Gambier, OH

8/2011 - 5/2015

Majors: Economics / English - focus in creative writing  
Graduated *Cum Laude*

Agile 101: Introduction to Values, Principles, and Best Practices  
— presented by Certified Scrum Master, 2017

### : Portfolio

[kirahenderson.space](http://kirahenderson.space)

### : Contact

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