



# KELLIE BATTS

## CREATIVE WRITER



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Baltimore, Maryland

## Education

### Bachelor of Communications

Full Sail University

2024-2026

Winter Park, FL

## Certifications

Creative Writing

Learning to Write for the Web

Content Marketing: Blogging for Business

SEO Foundations

## Skills

Revision

Editing

Organized

Creativity

Writing

Media communications

Critical thinking

## Applications

Adobe Premiere

Adobe Rush

Adobe Photoshop

Office 365

## Objective

To obtain a creative writer position where I can leverage 16 years of professional experience in office administration, strong creative vision, and analytical expertise. By integrating creativity into strategic planning and brand storytelling, I deliver innovative, results-driven solutions that resonate with audiences. My unique ability to blend creativity with structured problem-solving ensures impactful, tailored content that achieves business objectives while bringing a fresh perspective to every initiative.

## Experience

### Administrative Coordinator

Aug. 2008 - Present

NASA Goddard Space Flight Center

- **Creative Messaging Development:** Design, review, and refine engaging brand messaging for various materials, including websites and email campaigns. Ensure all communication aligns with organizational objectives, brand voice, and target audience preferences.
- **Channel-Specific Communication:** Tailor messaging to fit specific platforms and strategic goals, maintaining consistency with the client's brand tone and voice across all channels, including member-facing communications.
- **Brand Standards and Quality Control:** Ensure the accuracy, consistency, and adherence to brand voice and style guidelines for all deliverables. Proofread and refine materials to maintain a high standard of quality and effectiveness.
- **Audience-Centric Marketing:** Develop a deep understanding of the target audience's tone, preferences, and behaviors to create impactful messaging that drives desired brand actions. Stay attuned to industry trends, competitor strategies, and audience insights to ensure relevance and resonance.
- **Team Leadership and Knowledge Sharing:** Mentor and train team members on branding best practices, content creation, and strategic alignment. Conduct regular meetings to share insights on policy changes, branding trends, and marketing innovations, fostering a culture of growth and collaboration.

### Virtual Administrative Assistant

Jan. 2023 - Oct. 2023

Freelancer

- **Social Media and Campaign Strategy:** Conceptualize and create engaging copy for social media platforms and digital campaigns, collaborating with internal stakeholders to bring marketing strategies to life.
- **Brand Tone Expertise:** Tailor messaging to align with the client's unique brand tone and voice, ensuring alignment across diverse communication channels and marketing platforms.