

CAROLYN CASPER

Copywriter

carolyn-casper.com | ccasper@bu.edu | (978) 854-2007 | [LinkedIn](#)

PROFESSIONAL EXPERIENCE

HILL HOLIDAY - BOSTON, MA

04/2025 - PRESENT

Copywriter

Developed creative campaigns for Stelo across paid social, display banners, out-of-home (OOH), experiential, and activations.

- Partnered closely with art directors to concept and execute DTC and HCP messaging for Stelo across multiple channels.
- Led copy development for Stelo's largest OOH campaign to date, launching across malls and airports nationwide.
- Crafted and edited copy to ensure clarity and consistency with brand messaging.
- Ideated and presented scripts for new business pitches, contributing to successful client acquisition efforts.

MULLENLOWE U.S. - BOSTON, MA

06/2023 - 04/2025

Junior Copywriter

Crafted creative and engaging copy for KFC campaigns, including radio scripts, brand activations, digital/paid ads, and organic social content.

- Collaborated with art directors, strategists, and account and project managers to manage multiple projects simultaneously, adhering to tight deadlines in a fast-paced environment.
- Participated in multi-million dollar paid social shoots, working closely with food stylists, wardrobe, and set designers.
- Ideated, wrote, and filmed content for KFC's social media accounts that adhered to brand guidelines and voice.
- Contributed to brainstorming sessions and researched trends to enhance content relevance and increase engagement. Worked with influencers to create engaging content.
- Highlighted by senior leadership for concepting work on new business pitches.

PRECISIONEFFECT - BOSTON, MA

06/2022 - 02/2023

Content Creator

Created client social copy for a full-service healthcare and pharmaceutical marketing agency. Promoted from Social Media Intern to Content Creator.

- Wrote, filmed, and edited content for PRECISIONeffect's social media platforms including Instagram, Facebook, LinkedIn, and TikTok.
- Led client presentations and communicated with customer service leads to implement client feedback.

DIGITAL CREATION GROUP - BOSTON, MA

06/2021 - 09/2022

Founder/Freelance Content Writer

Wrote freelance content for social media and websites that equipped local businesses with the tools needed to achieve new levels of success.

- Communicated with website developers and designers on client website layouts while writing Search Engine Optimized content to drive traffic to local and regional businesses.

CASPER FUNERAL SERVICES - BOSTON, MA

07/2020 - 07/2021

Manager

Aided 90+ year family funeral business become the largest cremation provider in New England through content creation, targeted advertising, and customer service.

- Managed and created content for the Death Perception® podcast.
- Collected payments and documentation while updating customers throughout the cremation process.

TECHNICAL SKILLS

Photoshop, Lightroom, InDesign, Illustrator, Premiere Pro, Microsoft Office, HubSpot, WordPress

EDUCATION

BOSTON UNIVERSITY - COLLEGE OF COMMUNICATION

09/2021 - 01/2023

M.S. in Advertising / GPA 3.93 / Excellence in Communication Scholarship Award Recipient

FORDHAM UNIVERSITY - FORDHAM COLLEGE AT ROSE HILL

09/2015 - 05/2019

B.S. in Communications and Culture / Concentration in Media Studies / GPA 3.54