



# KIRBY DORSEY

## Sr. Copywriter/UX Writer

Copywriter who fell down the data rabbit hole and built a home there. I craft words that convert because I'm obsessed with the 'why' behind every click. While I can whip up punchy headlines in my sleep, what really makes me tick are those sweet, sweet analytics telling me exactly which words made people take action.

## Contact

### Phone

435-494-8127

### Email

Misskirbydorsey@gmail.com

## Education

### BA in English

University of Utah  
2016 - 2020

### Bootcamp UX/UI

University of Utah  
May 2024 - Nov 2024

### TV Writing Certification

University of California  
Los Angeles  
2022 - 2023

## Skills

- Natural storyteller who finds the human angle in every piece
- Deep researcher who looks beyond the surface
- Strategic Pitch Writing
- Multi-channel Copywriting (Social, Digital, Print)

## Language

- English
- French

## Professional Experience

### Sr. Copywriter

NSP, Lehi, Utah

2023

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2025

- Engineered a **18%** engagement spike through CRM campaigns by relentlessly testing headlines, CTAs, and emotional triggers until the data sang
- Boosted email open rates **15%** by obsessively analyzing which subject lines drove action (and which ones died in inbox obscurity)
- Orchestrated cross-channel campaigns that maintained brand voice

### Copy Editor

SLUG Magazine, Salt Lake City

2022

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2025

- Edit and optimize content across digital and print platforms, ensuring consistent brand voice and editorial standards
- Collaborate with cross-functional teams to develop engaging content strategies, resulting in **11%** increase in reader engagement
- Manage multiple concurrent deadlines while maintaining **99%** accuracy in content delivery
- Provide strategic input on content optimization for digital platforms

### Associate Copywriter

McCann Worldwide

2023

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2024

- Collaborated with CMO (Melissa Ditson) on strategic pitch development for enterprise clients including Microsoft, Salesforce, and Schneider Electric
- Developed persuasive copy for multi-channel marketing campaigns, including email, social media, and digital advertising -
- Created compelling presentation decks for client pitches,
- Adapted brand voice across various platforms while maintaining consistent messaging