

Kirby Dorsey

San Francisco, California | (435) 494-8127

misskirbydorsey@gmail.com | <https://www.linkedin.com/in/kirby-dorsey-869049163>

EDUCATION & CERTIFICATIONS

University of Utah, Salt Lake City, UT

Bachelor of Arts, English

August 2016- May 2020

- Sterling Scholar, 3.9 GPA, University Writing Center Tutor

Certifications

University of Utah Salt Lake City, UT

UX/UI Bootcamp Certification

May 2024 - November 2024

University of California, Los Angeles, Los Angeles, CA

Playwriting and Screenplay Writing Certification

September 2022 -May 2023

EXPERIENCE

Eudia

Head of Content (interim)

Palo Alto, CA

March 2025 - August 2025

- [Produced 4+ podcast episodes](#) and customer testimonial videos, managing full production cycle from scriptwriting and filming to post-production editing and delivery
- Developed and executed content strategy that delivered 400% audience growth (3K → 15K LinkedIn followers in 6 months)
- Conducted user research with CLOs from Fortune 500 companies to identify pain points and inform content strategy aligned with business objectives

NSP

Senior Copywriter

Salt Lake City, UT

September 2023 - March 2025

- Led content audits across 100+ product pages, developing project scope, identifying issues, and implementing solutions that improved user clarity scores by 32%
- Collaborated with product teams on launch scripts and positioning, defining user-centered messaging frameworks for adoption strategies

McCann Worldwide

Associate Copywriter (freelance)

Salt Lake City, UT

May 2023 - March 2024

- Helped [script video content](#) and rework full website copy for Cisco and McLaren initial launches
- Produced persuasive, audience-focused copy for Fortune 500 clients including Microsoft, Salesforce, Cisco, and McLaren across digital, video, and social campaigns

The Walt Disney Company

Production Assistant

Salt Lake City, UT

September 2020 - February 2023

- Managed detailed documentation and administrative systems across 16 episodes, maintaining accurate records and organized file structures
- Coordinated logistics and scheduling documentation, ensuring all paperwork met production standards and compliance requirements

Freelance Production

2021 - Present

- **SLUG Magazine:** Wrote editorial pieces highlighting local fashion and culture
- **Documentary Filmmaking:** [Create mini documentaries in free time](#), developing skills in interview techniques, b-roll capture, sound design, and narrative editing

SKILLS

Technical Proficiency: Google Workspace (Docs, Sheets, Slides), Microsoft Office Suite (Word, Excel, PowerPoint), cross-platform content management, file organization and structure **Portfolio:** <https://www.kirbistheword.com/>