

## Kirby Dorsey

San Francisco, California | (435) 494-8127

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### EDUCATION & CERTIFICATIONS

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#### 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

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#### Eudia

*Head of Content (interim)*

Palo Alto, CA

*March 2025 - August 2025*

- Designed user-focused messaging systems that grew social media following from 2K to 11K followers in 6 months
- Produced 4+ podcast episodes and customer testimonial videos, overseeing full creative process from scriptwriting and casting to post-production editing
- Conducted user research with Fortune 500 CLOs to identify pain points and map user journeys, developing content standards and reusable frameworks that informed product development from concept to post-production.

#### NSP

*Senior Copywriter*

Salt Lake City, UT

*September 2023 - March 2025*

- **Viral Content Creation:** Scripted 'Be More Earth' campaign video that garnered 8.5 million views on YouTube
- Concepted and executed brand revamp campaign targeting younger audiences through integrated 360 approach spanning Pinterest ads, Instagram campaigns, landing pages, and email marketing

#### McCann Worldwide

*Associate Copywriter (freelance)*

Salt Lake City, UT

*May 2023 - March 2024*

- **Formula 1 Writing:** Collaborated with Group Creative Director and art directors to develop complete website copy for Cisco x McLaren Racing partnership launch, translating complex Web3 and blockchain technology into compelling narratives for global motorsport audience
- Helped [script video content](#) and rework full website copy for Cisco and McLaren initial launches
- Pitched and developed new business campaigns for Microsoft's Snapdragon AI laptop launch, managing accelerated timelines and shifting deliverables

#### The Walt Disney Company

*Production Assistant*

Salt Lake City, UT

*September 2020 - February 2023*

- Supported production across 16 episodes of High School Musical: The Musical: The Series, gaining hands-on experience in professional content creation workflow and managing shifting priorities
- Coordinated production logistics including equipment management, scheduling, and communication with cast, crew, and creative leads under tight deadlines

#### Freelance Writing

*2021 - Present*

**SLUG Magazine:** Edited copy for new issues, ensuring consistent editorial standards and brand voice across digital and print platforms

**Portfolio:** [www.kirbistheword.com](http://www.kirbistheword.com)