

Kim Sheffield Chang

Creative Director / Copywriter

Contact

www.kimberlysheffield.com
kimberlyrsheffield@gmail.com
847.363.4601

Summary

I'm an award winning copywriter with 8+ years of experience in wellness and pharmaceutical advertising, conceptual brand building, earned media creative, and all matter of digital, video, print, and social. My expertise is developing unexpected, strategic creative concepts, and seeing them through to full execution.

Skills

Brand development, script writing, tone and voice development, website copy and strategy, social media, naming, activation ideation, campaigns and content, editorial

Smarts

University of Cape Town

Master of Arts
English Literature and Modernity

Marquette University

Honors Bachelor of Arts
English Literature

Recognition

The One Show
Effies
London International Awards
New York Festival Global Awards
PR Newswire

Experience

Edelman Public Relations / Chicago, IL

VP, Creative Director, 10/22 - present

Team lead across Advil, Sensodyne, Benefiber, Theraflu, Flonase, Emergen-C, American Heart Association, Alcon, American Psychiatric Association Foundation, new business

Associate Creative Director, 4/21 - 9/22

Lead creative team across AstraZeneca, new business

book180 Portfolio Program

Instructor, 1/23 - present

Copywriting Craft

Chicago Portfolio School / Chicago, IL

Instructor, 1/18 - 6/22

Honing Your Craft: Copywriting, Integrated Campaigns

FCB Global / Chicago, IL

Senior Copywriter, 1/18 - 11/20

Lead copywriter on Chamberlain, the health and wellness practice, and new business team. Team lead for multiple brands across the Janssen neuroscience and infectious disease portfolio, integral in concepting, reviewing, presenting, and producing work.

The Escape Pod / Chicago, IL

Copywriter, 11/15 - 11/17

Guided conceptual and copy development and production of social, radio, tv integrated campaigns across Southeastern Grocers, EGO lawn tools, KIND, new business.

FCB Global / Chicago, IL

Associate Copywriter, 4/15 - 11/15

Cutting my teeth in creative campaign development across Janssen Immunology, Kmart, and new business.