



KATE JURRAS-BUCHANAN

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EDUCATION

Hamilton College, Clinton, NY
Bachelor of Arts Degree, 2006
Concentration: Psychological Anthropology

Graham School, The University of Chicago
Certificate Program in Creative Writing, 2009

THINGS I'M GOOD AT

Writing for social media, coffee-fueled brainstorming, innovative thinking, spelling things properly, knowing a good idea when I hear it, reading picture books out loud, fostering love and respect across capabilities

THINGS I'M NOT GOOD AT

I can't whistle, I can't drive stick, I'm afraid of basements, my Halloween costumes are often mild disappointments, I once broke a whole glass gallon of milk

THINGS I'M CRAZY ABOUT

KEXP, birthday parties, The Goldfinch, Groundhog Day, music videos with dancing, cheesy poofs, emptying the trash on my computer

SOME AWARDS

Recognized by Hatch, Shorty, Mashable, and my mom, who thinks I'm great. Most days I feel award-winning.

EXPERIENCE

DigitasLBI / Boston
Senior Copywriter, December 2017 - present
Copywriter, December 2014 - December 2017

- Executing large-scale, cross-channel projects that are creatively brilliant and strategically on point
- Pushing the boundaries of what's possible by staying at the forefront of social and digital innovations
- Collaborating across capabilities to produce brilliant, funny, gloriously envelope-pushing creative work
- Inspiring and motivating my creative team by radiating enthusiasm and positive energy; never losing my sense of humor
- Remaining preposterously organized, with an exuberant work ethic

Care.com / Boston
Copywriter, January 2013 - December 2014

- Developed original, best practice copy for websites, emails, display ads, social media platforms, direct mail pieces, mobile experiences and more
- Collaborated with brand, email, product, and tech teams to define the best user experience via intuitive, effective communications
- Worked cross-functionally to support brand marketing initiatives
- Created captivating messaging to inform, reflect, and develop the brand voice

MITX / Cambridge
Marketing Coordinator, 2010 - 2012

- Executed and managed integrated marketing initiatives including email marketing, social media campaigns, and community development projects
- Created oodles of unique content and established an original brand voice to improve the member experience
- Wrote and edited blog posts, event synopses, and press releases;