



Flora Kim

COPYWRITER

Education

Copywriting Certificate Program 2016-2017

Portfolio Studio - San Diego & Online

B.A. in Psychology 2010-2014

University of California, Santa Cruz

Contact

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Portfolio astoldbyflora.com

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Experience

Copywriter

Deutsch LA

6/2022 - Present

Los Angeles, CA

- Lead integrated campaigns for Lowe's.
- Concept for 360 executions: TV/broadcast, experiential, social, digital.
- Proactively pitch & sell ideas based on current trends & observations.
- Collaborate efficiently across team members and departments.

Creative

Rosewood Creative

6/2021 - 6/2022

Los Angeles, CA

- Pitched social media campaigns, extensions, and scripts.
- Executed social media content against quick turnarounds.
- Worked on a pitch and won new business.
- Worked with a variety of clients such as Oura, Apple TV+, Madhappy, and Juneteenth in LA.

Copywriter

Saatchi & Saatchi

11/2017 - 5/2021

El Segundo, CA

- Concepted & wrote for Toyota: TV, print, digital, and UX.
- Worked across Content, Platform, and Digital teams.
- Promoted from Jr to Mid-level.

Copywriting Intern

Mindgruve

4/2017 - 7/2017

San Diego, CA

- Pitched campaign concepts for various clients such as Martinelli's and SleepScore.
- Wrote social media content, scripts, blogs, email marketing material, and paid content.

Copywriter Specialist

Nordstrom

9/2016 - 3/2017

Culver City, CA

- Wrote product descriptions for Nordstrom's eCommerce sites.
- Communicated efficiently across departments to optimize B2C user experience.