

Siobhán Kelly

siobhan@sassysio.com

I started out as a copywriter. Somewhere along the way, I've become a story architect and teller. In my eight years (and happily counting) of interactive experience, I've worked in the packaged goods, automotive, financial, pharmaceutical and telecoms fields on apps, [social media campaigns](#), contests and site development peppered with TV, radio, [POP](#) and DM. And of course, everyone's favourite - [banners](#)!

I love what I do. One of the most enjoyable and satisfying aspects of my job is the opportunity to create [immersive](#) brand experiences. I've been lucky enough to work with stellar clients willing to let my teams and I create brand experiences across multiple platforms. The challenge is to find the narrative between the product and our communication and the fun part is executing it.

But it's not all fonts and jabberwocky. I take great pride in copy deck creation and management. By mapping [large decks](#) to wireframes and making them easy to read, follow and update, version control is under control. Guess that's my left brain's bid for attention.

I'm a senior digital writer at Y&R. Our clients include Ontario Tourism, Ford, Advil, Bacardi and Hershey's. Previously, I worked at:

- Capital C on Pepsi, Dove, Nissan, Ben & Jerry's and Sunlight Laundry
- Organic, Inc., on Bank of America, Samsung, Mitsubishi, Sprint and Chrysler
- Maclaren on GM, Durex and McNeil Consumer Healthcare
- Black on The Globe and Mail and BMO Investorline

Skills

- Good with people
- Fluent French, conversational Spanish, beginner Italian
- Can also: change a tire, remain calm in an emergency and make really, really tasty French toast

Extras

- 2009 PROMO! Awards–Gold–Best Multi-disciplined campaign–Dove Sleepover
- 2009 PROMO! Awards–Silver–Best activity generating brand loyalty–Dove Sleepover
- 2009 SAMMY Awards–Silver– Best Social Promotion (Product Launch)–Nissan Canada
- 2006 Summit Awards–Silver and Bronze–Best ads never run–The Globe and Mail

School

Humber College 2003-2004

Certificate Postgraduate Media Studies–Copywriting

University of Western Ontario 1994–1998

Hons. BA–English and French Literature