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**KASEY CARPENTER**  
**SENIOR COPYWRITER**

## CONTACT INFO

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3312 Country Creek Lane  
Fort Worth, Texas 76123

T: 817-962-7411

[kasey@kaseycarpenter.com](mailto:kasey@kaseycarpenter.com)

[kaseycarpenter.com](http://kaseycarpenter.com)

## EDUCATION

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**MCSE/MCDBA**  
**1999**

SMU/CompUSA/Microsoft  
Dallas, TX 1998-99

## PORTFOLIO

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[kaseycarpenter.com/portfolio](http://kaseycarpenter.com/portfolio)  
[tinyurl.com/y963pp7w](http://tinyurl.com/y963pp7w) (drive)

## REFERENCES

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Available upon request

## PROFESSIONAL EXPERIENCE

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### **Enilon | Senior Content Specialist**

Fort Worth, TX | 2016 - Present

All things copy. From brand-wide messaging to a single tweet. Ideation and execution across multiple departments (PPC, SEO, Creative, internal & client-facing) and disciplines. Created messaging that speaks to seven-figure transactions and SERP-motivated consumer buys. Consistently contributed to the success of our digital performance team through on-point, evocative messaging that built the bridge from intent to conversion.

### **Various | Freelance Writer**

Virtual | 2001-2016

Agency work. Non-profits. Individuals. Literary endeavors. B2B and B2C. Digital/Print. Web copy. Emails. In short: a wide variety of work which was picked up by Reuters, AP, Chicago Sun-Times, and other outlets.

### **TCU/descant | Associate Fiction Editor**

Fort Worth, TX | 2016 - Present

Acquire new titles, work with potential authors, and manage the slush pile (this is a pro bono position with a minimal timesink).

### **Wine Spectator | Freelance Writer**

Various Locations | 2003 - 2016

Influential interviews, regular contributions to Unfiltered, and cutting-edge Health columns. Over sixty bylined features.

### **Chiasmus Media | Managing Editor**

Potland, OR | 2003 -2005

Ran Lydia Yuknavitch's indie press day to day: acquired new titles from the slush pile and via solicitations, worked with current and potential authors.

## PERSONAL INTERESTS

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Wine - Literary Fiction - Cycling - Stand-Up Comedy - Visual Arts - Good Coffee  
Fountain Pens - Chatbot dialog/design - imsdB.com - Podcasts - Fly Fishing