

Professional Profile – Kelsey

I have been a word nerd from the day I was born. When other kids were working their way up to the expert level on that hot new video game Pong, I was making lists of homonyms. My love of words (and the fact that I am mathletically challenged) naturally led me to a career in writing. I worked for fifteen years as a copywriter/ creative director at Turec Advertising Associates in St. Louis. I was responsible for all aspects of the creative process from concept through production, and I wrote and produced in all media. I was also responsible for new business creative development, and presented strategic campaigns to existing clients as well as new business accounts. I really enjoy the challenge of making a client stand out in the marketplace while staying within a realistic budget.

I moved to Kansas City in 2005 with my husband, Tom and two children–Nick and Brianna. I continued to write on a freelance basis for clients in St. Louis and Kansas City. Eventually, I decided I missed the camaraderie of the workplace and took a full-time position at MarketingXchange.

Education

Bachelor of Journalism
University of Missouri-Columbia Spring, 1987

Work History

- Freelance Writer
August, 2005 – July, 2009
- Creative Director/Copywriter
Turec Advertising Associates, St. Louis, MO 1990 - 2005

Professional Accomplishments

- National Silver Microphone Award
- Regional Addy Citation of Excellence
- Local Addy Award
- Six local Marconi Awards for excellence in radio, including Best of Show
- Nine local Marconi Citations of Excellence

Lifestyle

In my spare time I enjoy gardening, photography and scrapbooking.