

Kyle Davis

Copywriting & Integrated Marketing Leader

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SKILLS

Professional: Copywriting, creative strategy, SEO optimization, eComm, audience engagement, storytelling, brand voice development, client-facing presentations

Technical: Google Workspace, Photoshop, Canva, WordPress, social advertising formats, AI-assisted content workflows, PowerPoint/Keynote

Key Accomplishments: Developed first-to-market social ad format at BuzzFeed, produced first series of branded content for HuffPost, closed million-dollar campaigns at Vox Media with clients like Adobe through creative strategy and client-facing direction,

WORK EXPERIENCE

Freelance Copywriter

BuzzFeed | Sep 2025 – Present

- Write, edit, and publish 6–7 articles weekly, owning the full content lifecycle from ideation through execution.
- Translate complex product and brand messaging into clear, engaging, and conversion-driven content for broad audiences.
- Optimize content for SEO and performance, increasing CTR and engagement across digital platforms including O&O and social.
- Create content that delivers on client KPIs, converting one-off collaborators into always-on partners (most recently with Universal Studio Group).

Associate Director, Integrated Marketing

Vox Media | New York, NY | Sep 2024 – May 2025

- Created content strategy and development for integrated campaigns, translating complex client objectives into clear, compelling narratives.
- Led creative strategy for various campaigns that converted proposals into signed deals for million-dollar campaigns.
- Produced thought leadership-style materials, including long-form content, pitch decks, and insight-driven storytelling.
- Partnered with cross-functional teams — such as Experiential, Sales, and Creative — to develop cohesive messaging.

Senior Manager, Branded Content

BuzzFeed | New York, NY | Mar 2022 – Mar 2024

- Oversaw content development and editorial output, ensuring clarity, consistency, and alignment with brand voice.
- Managed content workflows and publishing processes across multiple platforms.
- Mentored team members on writing, editing, and storytelling best practices, copyediting their work in the process.
- Strengthened audience engagement for partners through strategic, insight-driven content development.

Senior Producer, Branded Content

BuzzFeed & HuffPost | New York, NY | Aug 2019 – Mar 2022

- Developed and executed content across blog, social, and digital platforms, ensuring consistency in tone and messaging.
- Built scalable workflows for content production and publishing.
- Launched HuffPost's branded content program, expanding editorial capabilities and revenue streams.

Creative Producer, Branded Content

BuzzFeed | New York, NY | Nov 2016 – Aug 2019

- Produced integrated campaigns for partners including nonprofit clients, Netflix, Target, Live Nation, and Hinge.
- Delivered 8+ branded and commerce articles weekly across multiple editorial formats.
- Co-developed the BuzzCut — a micro-video format used in branded social campaigns.

ACHIEVEMENTS

Graduated Magna Cum Laude, Fordham University (2015)

EDUCATION

Fordham University — BA, 2015