

KATLYN ROBERTS

Creative Copywriter



CONTACT

- +34 680 74 00 95
- KatlynRobertsWriter@gmail.com
- US Citizen
Spanish Permanent Resident
- www.KatlynRoberts.com

EDUCATION

2011 - 2014

SAN FRANCISCO STATE UNIVERSITY

- B.A. in Cinema and Screenwriting

2019-2020

INTERNATIONAL HOUSE BARCELONA

- CELTA Certificate in English Language
Teaching to Adults

SKILLS

- Creative Copywriting & Storytelling** - Crafts engaging, witty, and memorable content across multiple formats; applies screenwriting instincts to brand voice and narrative.
- Brand & Audience Awareness** - Writes with empathy, humor, and insight into diverse audiences; adapts tone for social, marketing, or instructional contexts.
- Content Strategy & Design** - Plans, organizes, and structures content for clarity, readability, and impact.
- Cross-Functional Collaboration** - Partners with designers, marketers, and product teams; interviews SMEs and translates complex ideas into accessible copy.
- Project Management** - Manages multiple content initiatives with precision and attention to deadlines.
- Cross-Cultural Communication** - Experienced in US and EU markets; strong emotional intelligence for global audiences.
- Curiosity & Adaptability** - Quick learner who enjoys exploring ideas, iterating on drafts, and "getting it right."
- Humor & Personality** - Injects levity and voice into content without losing clarity or professionalism.

LANGUAGES

- English: Fluent
- Spanish: Intermediate

PROFILE SUMMARY

Wordsmith, storyteller, and proud pun enthusiast with a screenwriting degree and 12+ years of experience turning complex ideas into clicky content. I write copy that informs, delights, and occasionally makes readers snort-laugh in public spaces. My background spans technical writing, educational video scripts, SaaS content, and brand storytelling - which means I can switch effortlessly between clear-as-day instructions and "Hey, Bestie" creative copy. I bring structure from my technical experience, narrative instincts from screenwriting, and a heap of sass to keep audiences engaged, entertained, and coming back for more.

WORK EXPERIENCE

UCB Pharmaceutical (via Computacenter) 2023 - PRESENT

Technical Analyst & Knowledge Base Author - SaaS Support

- Support enterprise-level SaaS platforms (MyAccess, SmartIT, Veeva, Office 365, SAP, SharePoint, etc.), troubleshooting technical and user-facing issues with precision and care.
- Document processes and guide end-users through complex IT systems, blending clarity with empathy to reduce stress and boost efficiency.
- Collaborate with cross-functional teams to improve user experience and streamline communication.

Shmoop University 2018 - 2023

Educational Content Specialist

- Created lively, educational video scripts and written content designed to engage both neurotypical and neurodivergent learners.
- Blended humor, storytelling, and educational techniques to make complex topics accessible and entertaining.
- Worked with a collaborative creative team to meet deadlines for high-volume digital content production.

LightHearted Medicine 2014 - 2018

Community Manager

- Served as the first point of contact for patients, onboarding them into care with a warm, lighthearted approach that matched the company's ethos.
- Simplified complex healthcare processes via documentation, ensuring patients felt supported, informed, and at ease during setup and treatment.
- Coordinated with clinicians and technical teams to address patient questions and create an online knowledge base to resolve service challenges quickly.

Self-Employed, Independent Project

Writer/Co-Author - Rock and Roll Memoir (details on request)

- Co-authoring a memoir for a member of an iconic American rock family, shaping the book's narrative arc, chapter structure, and reader experience from concept to manuscript.
- Conducting in-depth interviews to develop voice, character, and emotional through-lines; coordinating access to band members, family, and long-time associates.
- Leading research trips to Santa Cruz to gather archival materials; transcribing and organizing large volumes of text, audio, and historical documents into a cohesive story library.
- Performing extensive contextual research - including biographies, cultural histories, and primary sources - to enrich the narrative with layered insight and authenticity.