

# KELLY JOHN WALKER, M.S.

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## **OBJECTIVE**

I am an award-winning Senior Copywriter, Editor-in-Chief, and Creative Strategist seeking to apply my talents to an organization embracing American values.

## **EXPERTISE**

- Advanced writing, editing
- Independent journalism
- Scientific & historic research
- Marketing strategy & creative direction
- Brand development
- Video scripting, direction, editing
- Public relations, networking
- Bilingual

I'm Founder of [FreedomTalk](#), Host of FreedomTalkTV, and a freelance writer published in *The Washington Times*, *Gateway Pundit*, *The Epoch Times*, *George Magazine*, *Andrew Magazine*, *Newsmax*, *Townhall*, and more.

## **RECENT EXPERIENCE**

### ***The Epoch Times* Writer, Contributor • May, 2022-Present**

- Copywriting for marketing, editorial, documentary
- Brand development
- Subscription and advertising development

### ***FreedomTalk*, Founder, Editor-in-Chief • January, 2021-Present**

- Independent Media & Broadcasting
- Host and produce twice-monthly videocast and podcasts
- Write blogs, articles

### **Strategic Dentistry, Senior Copywriter & Editor-in-Chief • July, 2019-Oct 2020\***

\*Laid off due to pandemic

- Writing/editing email campaigns, website copy, ad campaigns, etc.
- Promoted to Editor-in-Chief for award-winning *Incisor* publication
- Project creative direction
- Led projects and project teams

### **Freelance Senior Copywriter & Creative Strategist • 2017-Present**

- Writing media releases, magazine articles, etc.
- Conceptualizing and creating multimedia ad campaigns
- Writing/editing website copy, blogs, email campaigns
- Project creative direction
- Brand discovery, name & tagline creation
- Video scripting & creative direction
- Business development

### **Sunshine Retirement Services, Marketing Director • 2016-2017**

Led Marketing Department, directed corporate and community marketing.

- Worked closely with the Sales Director; achieved record occupancy levels across 20 communities in seven states (average census high 90th percentile.)
- Analyzed and managed data and KPI's across multiple media.
- Audited contract agencies; cut marketing budget by 10% while increasing results: Highest Facebook engagement ever, media coverage, SEO ranking, etc.
- Creative directed exceptional multimedia advertising campaigns.
- Led creation of Content Marketing Plan; Lead Nurturing email campaign
- Addressed website and SEO issues; re-wrote Web copy and new pages.
- Created PR and online review policy

### **Resonant Agency, Creative Director, Senior Copywriter, Co-Principal•2010-2016**

Marketing, branding & advertising agency located in Bend, Oregon.

- Led brand identity and brand development, marketing strategy for more than forty companies, nonprofits and celebrities in traditional, social and digital media.
- Directed multimedia brand development campaign that grew Cascade Alchemy Distillery sales 300%, saved \$10,000 in costs and created 2 jobs within two months of implementation. See <http://www.omep.org/success-story/cascade-alchemy>.
- Conducted qualitative and quantitative marketing research, implemented a rebrand and marketing plan that grew Mosaic Medical into one of the region's top healthcare clinics.
- Grew Cannafo.com Facebook Average Daily Organic Reach 1006% within first 30-days. Received over 2 million hits by third month, average time on page of 6-15 min.
- Directed and created content for more than twenty websites.
- Supervised marketing staff, contractors and interns.

### **Sublime Creative Agency, Founder, Creative Director • 2005-2010**

Creative agency located in Bend, Oregon

- Founded and sold one of Oregon's most successful creative agencies.
- Won over a dozen Best of Show awards for advertising, branding, copywriting.
- Led brand identity and brand development, advertising and marketing strategy for more than thirty companies and non-profits.

### **Sunriver Owners Association, Environmental Director • 1999-2005**

- Managed \$700,000 annual budget, contract vendors and a departmental staff.
- Oversaw compliance of city rules & regs in cooperation with local law enforcement.
- Won over \$500,000 in grants and cost-sharing funds.
- Collaborated with non-profit and governmental land use and conservation entities.
- Received Bronze Smokey Bear Award for forest management practices.
- Facilitated community meetings, mentored employees and interns.
- Wrote articles and gave presentations on environmental issues.

### **EDUCATION**

**New Mexico State University**, Master of Science, Environmental Science; Graduate Fellowship, US Department of Defense (DOD) • Graduate Fellowship, NRCS • May 1999  
**Ambassador University**, Bachelor of Arts, English and Theology, Minors in Spanish, Education • May 1993

### **PUBLISHED IN**

The Epoch Times  
Washington Times  
Gateway Pundit

Townhall  
Andrew Magazine  
George Magazine

## **AWARDS**

### **Recipient of 25 American Advertising Federation (formerly ADDY) Awards**

Categories: Mixed Multiple Media, Elements of Advertising, Radio Campaign, Newspaper Campaign, Television, Out of Home, Exterior Signage, Vehicle Signage, Public Service, Advertising Industry Self-Promotion.

## **WEBSITES**

[www.RealFreedomTalk.com](http://www.RealFreedomTalk.com)

[www.KellyJohnWalker.com](http://www.KellyJohnWalker.com) (marketing portfolio)

## **BOARDS & PUBLIC SERVICE**

- Board President, The Gavel Foundation
- City Club Marketing Committee
- Tucson American Advertising Federation Board Director
- Bend American Advertising Federation Board Director
- Swivel Marketing Conference Board Director
- Deschutes Noxious Weed Board, Vice Chair
- Project Wildfire, Vice Chair
- Upper Deschutes Watershed Council
- Deschutes Soil & Water Conservation District, Co-Chair
- NAMI Central Oregon Advisor
- Volunteer Teacher, Waterfield Institute, Sri Lanka, 1990-91