

Henry Kruell

Copywriter

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503-360-3431

Agency Experience

VML • Seattle, WA

Copywriter • September 2021–September 2024

- Clients: Microsoft Copilot, Microsoft Store, Microsoft Edge, Microsoft 365, Microsoft Surface, Driscoll's Berries
- Launched [@microsoftstore](https://www.instagram.com/microsoftstore) on TikTok and ideated and produced several TikToks per week, earning millions of views
- Concepted and produced evergreen social media content for a variety of Microsoft brands on Instagram, TikTok, Twitter/X, and LinkedIn
- Created and executed paid and organic creative campaigns for Microsoft brands with social media, creator/influencer content, and earned media
- Presented and sold in work to clients on regular basis

MONO • Minneapolis, MN

Copywriter • July 2021–August 2021

Junior Copywriter • September 2019–July 2021

- Clients: Target, Valspar, Walmart, MOVOWine, Sam's Club, Leinenkugel's
- Ideated campaigns and wrote for a variety of clients in the CPG, alcohol, and home improvement industries
- Wrote copy for paid social campaigns, organic social, digital ads, websites, and even a few billboards

Copywriter Intern • June 2019–August 2019

- Got my first taste of agency life, said yes to every brief I could, and learned, wrote, and concepted more than I ever thought possible.

Other Experience

OnHand • Boston, MA

Creative Marketing Intern • June 2018–August 2018

- Executed and scheduled organic social media content for a tech accessory company
- Directed, photographed, and edited two lifestyle photoshoots with models to showcase products

Blueprint Film • London, U.K.

Intern • February 2018–April 2018

- Wrote blog posts and social media content for a video production agency
- Created a brand guidelines document for the agency, and designed logos for their summer film screening series

BU AdLab • Boston, MA

Art Director • September 2017–December 2017

- Partnered with a copywriter to create a digital campaign for a mobile app startup in BU's student-run ad agency

Education

Boston University

College of Communication • September 2015–May 2019

Bachelor of Science in Communication, Emphasis in Advertising

Awards

The One Club

- Gold Cube – 2020 Young Ones ADC

The Ad Club (New England)

- Student Campaign Gold – 2019 Hatch Awards
- Student Single Entry Silver – 2019 Hatch Awards