

Holly Heathfield

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Professional Summary

Bilingual creative copywriter driven by a human-centered, social-first approach to brand storytelling. Experienced in developing thoughtful, engaging work for integrated campaigns. Prioritizes creating authentic connections between brands and the people they serve. Thrives in a fast-paced, collaborative environment, but still embraces the opportunity to work on solo projects.

Experience

LLYC US / Lambert PR Jr. Copywriter

Grand Rapids, MI
June 2024 – July 2026

- Conceptualized campaign ideas and creative executions that connected brand strategy, audience insights, cultural relevance, and business goals across the full media ecosystem.
- Adapted core messaging into channel-specific content for organic and paid social, digital advertising, websites, email, video, OOH, and other marketing touchpoints while maintaining a consistent brand voice.
- Presented creative concepts, copy direction, and campaign ideas to internal stakeholders and clients, articulating the strategic rationale and intended audience impact.
- Executed creative projects independently and collaboratively in fast-paced agency environments, proactively identifying solutions and navigating changing priorities, feedback, and production requirements.
- Researched audiences, competitors, cultural trends, and industry developments to inform relevant messaging, strengthen creative concepts, and identify opportunities for brand engagement.

LLYC US / Lambert PR Associate Digital Media Buyer

Grand Rapids, MI
June 2023 – May 2024

- Analyzed audience behavior, media performance, and cultural trends to uncover insights that informed creative concepts and campaign messaging.
- Developed media strategies and campaign plans across paid digital, programmatic, OTT, OOH, and social channels to reach target audiences and achieve client objectives.
- Collaborated with creative, account, and strategy teams to develop integrated campaigns grounded in audience insights, strategic objectives, and channel-specific opportunities.

Education

Grand Valley State University

Grand Rapids, MI

Bachelor of Arts, Advertising & Public Relations. GPA 3.7

April 2023

Relevant Coursework: Advertising Copywriting, Technology in PR & Advertising, Corporate Communications, Creative Writing, Communication Theory

Leadership & Activities

American Advertising Federation - West Michigan Co-Chair

Grand Rapids, MI
September 2024 – Present

Orchestrated the annual awards show from planning through execution, overseeing venue selection, menu planning, décor sourcing, social promotion, vendor coordination, and event logistics.

Skills & Interests

Technical: Adobe Creative Cloud, Microsoft Office, Google Workspace, Meta Ads Manager, WordPress, Monday.com

Core: Copywriting, Concept Development, Brand Storytelling, Client Presentation, Paid Media, Content Strategy

Language: Professional Working Proficiency Spanish

Interests: Hiking, Tennis, Painting, Chess, Golf, Concerts, Bouldering