

CLAUDIA BUTLER

Associate Creative Director, Copy

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Experience

Carmichael Lynch

Associate Creative Director | 2025–Present

- Lead concept development and execution across integrated campaigns spanning social, digital, experiential, and video, elevating creative quality while maintaining strategic precision
- Partner closely with strategy, account, and production teams to translate business objectives into clear creative platforms
- Guide and mentor writers and art directors, providing thoughtful feedback that sharpens ideas and craft
- Own creative vision from brief through launch, ensuring work remains on strategy and on brand
- Present work to senior clients and internal leadership, clearly articulating creative rationale and intent
- Champion culturally relevant ideas that balance brand voice, audience insight, and real-world impact
- Drive high-visibility campaigns for Fortune 50 brand including Super Bowl work and celebrity partnerships
- Collaborate with partner agencies and in-house creative to coordinate creative development and execution

VML

Senior Copywriter | 2022-2025

Copywriter | 2020-2022

Associate Copywriter | 2018-2020

- Concepted and executed award-winning creative across digital, social, web, video, radio, experiential, and emerging platforms
- Developed strategic, insight-led campaigns rooted in a deep understanding of brand and audience
- Took ownership of creative projects, driving strong performance across engagement, awareness, and lead generation metrics
- Collaborated with teams in an agency environment to deliver high-quality work on tight timelines
- Presented creative work to clients with a clear narrative connecting insight, idea, and execution
- Contributed to campaigns recognized by Cannes Lions, Effies, DA&D, One Show, and New York Festivals

Awards

- 2025 Cannes Gold & Silver | Subreddit Hunt
- AdAge Editor's Pick | Subreddit Hunt
- AdAge Editor's Pick | Spicing Up The Holidays
- 2024 Effie Gold & Silver | Inside The Navy
- 2020 New York Festivals Silver | Journey To The Moon
- 2020 DA&D + One Show Shortlist | Journey To The Moon
- #1 Google Assistant Action of the Week | Journey To The Moon
- 2019 AdWeek ARC Gold Award | Faces of the Fleet

Education

University of Central Florida

Bachelor of Arts in English, Creative Writing