

Kyara Lomer-Camarena

Creative Leadership | Messaging and Copy | Brand Strategy

United States | 954-594-2694 | kyaracamarena@gmail.com | [Portfolio](#) (pw: pasorobles)

ABOUT ME

I'm a strategic creative leader who helps brands figure out what they stand for and show up powerfully in everything they say. I work at the intersection of brand narrative, copy strategy, and creative direction, partnering with senior leaders to translate complex ideas into cohesive, emotionally resonant stories that move audiences and drive business results.

I've led brand voice and narrative strategy at scale, building systems and stories from scratch, guiding cross-functional teams to execute with consistency, and developing creatives to do the best work of their careers. I'm equally at home shaping an executive keynote narrative, leading a campaign from brief to production, and coaching a writer to find the insight that makes a piece sing. When the stakes are too high for generic, I'm the person teams turn to.

SKILLS

Brand Narrative & Story Strategy • Creative Direction • Brand Voice & Verbal Identity • Campaign Development • Executive Storytelling • B2C & B2B • Team Leadership & Creative Development • Copywriting • Social & Experiential Storytelling • Content Strategy • Brand Messaging Frameworks • Cross-functional Collaboration • AI Creative Strategy

EXPERIENCE

Lead, Brand Copy and Messaging | G2

March 2025-Present

Lead brand messaging and copy strategy across marketing, helping shape how the world's largest B2B software marketplace shows up in an AI-driven world.

- Define and evolve G2's brand messaging strategy and voice to ensure clarity, consistency, and impact across all channels, from brand campaigns to product marketing to executive thought leadership.
- Collaborate with design, product marketing, and demand gen teams to craft messaging that resonates with software buyers, sellers, and investors alike.
- Lead narrative development for major brand initiatives, including our evergreen brand framework, AI positioning, enterprise GTM strategy, and flagship campaigns and events.
- Champion storytelling that balances creative craft with performance, driving engagement, trust, and brand equity.

Independent Copywriter, Creative Director, and Brand Narrative Strategist

July 2024-Present

I help B2B and B2C clients of all sizes break through the noise, connect with their audiences in more meaningful, effective ways, and position themselves for growth. Here are a few examples:

- **PwC:** Led narrative strategy and copy for AI-driven marketing transformation campaign; work delivered 4-5x ROI vs. comparable historic campaigns.
- **Salesforce:** Develop content strategies and compelling copy across social media channels, the 360 Blog, and internal and external communications in support of the Social Media, Customer Marketing, and CISO Security teams.
- **Trava Health:** Rebranded this ambitious telehealth startup from "just another provider" to a partner invested in patients' long-term wellness. Refreshed messaging and executed copy across campaigns and channels.
- **Dento USA:** Created a full brand platform and brand messaging framework for this high-value startup while advising the CMO on brand + creative strategy and writing copy for high-priority marketing initiatives.
- **Aquent Studios:** Adaptable creative lead working across several priority accounts, developing campaign concepts, strategies, internal and external communications, and copy for various assets. Play a key role in fostering client relationships, building trust, and creating opportunity for the agency. Clients include Synchrony Bank, Adobe, Salesforce, ExxonMobil, Cloudflare, Alaska Airlines, MetLife, Kenvue, and more.

Associate Creative Director, Principal Copywriter | UKG

April 2022-July 2024

When teams had complex problems, they'd come to my team for creative, out-of-the-box solutions. As a collaborative leader adept at inspiring a mixed-discipline creative team to think big and deliver standout results, I worked with partners across the organization to define and execute creative campaigns and strategies that drove business impact and elevated the brand.

- Inspired, motivated action, and drove leads through strategically crafted narratives and creative experiences across demand generation, integrated marketing, brand, advertising campaigns, and internal communications.
- Led brainstorming, concept and pitch development, copywriting, and brand messaging efforts for our most highly visible and strategically complex projects.
- Fostered team talent and growth by leading and mentoring junior and mid-level creatives.
- Trusted by C-suite members and senior leaders as their go-to strategist for defining brand and corporate messaging frameworks and narratives that set UKG apart from its competitors and positioned the brand for growth.
- Helped shape brand and campaign narratives that contributed to UKG surpassing \$4B in annual revenue in 2023, with strong enterprise growth across HCM and WFM solutions.
- Played a key role in campaigns and messaging that reinforced UKG's position as a top workplace, supporting recognition by Forbes, Fortune, and Glassdoor.
- Led messaging for high-impact initiatives tied to DEI, culture, and purpose — contributing to brand momentum during a period of double-digit SaaS growth.

Principal, Brand Messaging, Voice, and Copy | Citrix

January 2019-April 2022

Without a brand voice, companies struggle to stand out from their competitors and connect with people in meaningful ways. It's a problem I solved for Citrix when I created the company's first brand voice, messaging framework, and writing style as part of a comprehensive brand identity refresh. My efforts directly contributed to increased brand recognition and awareness, unified messaging across teams and content, and increased audience engagement.

- Developed and nurtured the brand's verbal identity, including brand voice and tone, messaging frameworks, and writing style.
- Empowered employees and agency partners to write, communicate, and develop impactful content with a consistent and differentiated brand voice and messaging through enablement, coaching, and copywriting.
- Supported brand evolution and positioning efforts that contributed to Citrix's \$16.5B acquisition by private equity in 2022 — one of the largest software take-private deals of the decade.
- Helped modernize the brand as Citrix transitioned to a SaaS/subscription model, which saw 32% YoY growth in SaaS ARR (\$1.4B in 2022) and total annual revenue exceeding \$3.3B.
- Created the company's first writing style guide in collaboration with key stakeholders from cross-functional teams to ensure clarity, quality, and consistency across channels.

Senior Manager, Brand Voice & Copy | Citrix

January 2015-January 2019

- Led brand copywriting and creative direction for flagship campaigns and content that drove annual revenue growth from \$2.6B to \$3.0B between 2015 and 2019.
- Distilled complex technical concepts into clear, human, audience-first stories across B2B channels.
- Supported brand storytelling around the transition to digital workspace solutions, establishing Citrix as a category leader.
- Laid the foundation for the brand's first voice, tone, and messaging framework while pioneering the Citrix Language Program and Citrix Writing Center to inspire simple, meaningful storytelling.

Lead Technical Editor and Content Strategist | Citrix

December 2013-January 2015

- Redesigned docs.citrix.com using insights from 1,000+ customers, enabling users to find content 22% faster — an early signal of the user-first, insight-driven approach that defines my work.
- Led UX copywriting and content design for complex B2B technology solutions; developed content strategies for products, verticals, and major initiatives.

Managing Editor | Tribune Publishing

January 2008-December 2013

- Oversaw South Florida Parenting magazine and Sun Sentinel Community News, managing 20+ reporters, directing monthly editorial and creative, and leading the transition from print to digital.
- Grew the magazine into the community's top parenting authority with less than 1% leave-behind rate; increased readership and advertising revenue through innovative content and community engagement.

EDUCATION

University of Florida | Bachelor's Degree | Public Relations, College of Journalism and Communications

TESTIMONIALS

"Her ability to blend creativity with strategic thinking is her biggest superpower." —Matt Dowling, Product Marketing Manager, UKG

“Kyara is ambitious, customer-focused and results driven. She can work across different levels of the organization, from individual contributors to C-level, and build credibility along the way through great results and relationship building.”

—Erin Smith, Senior Director, Information Experience, Splunk

“Kyara is a super-talented person who has an amazing ability to create content that truly connects with people.” —Lucia Pickett, Associate Creative Director, Design, UKG

“Kyara is an exceptional copywriter and an even better creative leader. Her ideas are always bespoke and grounded in strategy. She knows just how to move her audience emotionally without losing sight of the business goal she’s trying to achieve.” —Jolene Nicotina, Associate Creative Director, Copy, UKG

“Kyara has an innate ability to take a vague idea and turn it into a tangible, well-executed project. She conceptualizes compelling ideas and has the skills to translate them into impactful, finished products. What I love about Kyara most is that she’s a great person and always a pleasure to work with. She brings a positive attitude to the team, fostering a collaborative and creative work environment.” —Tracy Sanford, Principal Content Strategist, ShareFile

“Kyara is a curious and talented creative thinker who brings a passion and energy to any project she works on. Her ability to continually surface the needs of the client and then turn that into actionable creative concepts and writing led to some of our best lead generation and brand work.” —Ken Volk, VP, Creative Experiences, UKG

See more testimonials at www.kyaracamarena.com.