

Kyara Lomer-Camarena

Copywriter | Creative Director | Brand Strategist and Storyteller

Parkland, FL | 954-594-2694 | kyaracamarena@gmail.com | [Portfolio](#)

ABOUT ME

I'm a versatile, visionary, and collaborative creative leader with expertise in elevating brands through the power of strategic storytelling. With a rich background in journalism, marketing, and communications, I know how to get to the root of what matters to people and explain it in a simple, compelling way that inspires them to act. With a unique blend of strategic thinking and creative flair, I'm trusted by cross-functional teams and executive leaders alike to create breakthrough ideas and craft messages that set brands apart, drive results, and engage people in meaningful ways.

SKILLS

Storytelling • Creative Direction • Leadership • Marketing Copywriting • Content Writing • Advertising Copywriting • Content Strategy • Content Marketing • Creative Strategy • Brand Strategy • Brand Messaging • Messaging Strategy • Brand Voice • Brand Campaigns • Employer Brand • Integrated Campaigns • Demand Generation • Internal Communications • Executive Communications • Events • Advertising • UX/UI • Technical Content • Journalism • B2B Branding and Marketing • B2C Marketing • SEO • Collaboration • Empathy • Pragmatism • Enthusiasm

EXPERIENCE

Independent Creative Director, Copywriter, and Brand Messaging 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's how:

- **PwC:** Conduct thorough, data-driven discovery to develop campaigns and messages that resonate with select targeted audiences for PwC client Trimble; write simple, compelling copy for SEO-optimized webpages, landing pages, emails, social media, paid ads, and more; offer expertise on creative best practices, trends, and strategies.
- **Salesforce:** Support the CISO org by developing strategies and clear communications that keep employees and customers in the know about important security happenings, topics, and actions.
- **Synchrony Bank:** Write copy for various highly visible customer experiences (chatbot responses, emails, alerts) that builds trust and brand loyalty.
- **Dento USA:** Created a brand platform and brand messaging framework for this high-value startup while advising the CMO on brand and 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.

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.
- Boosted brand awareness by bringing innovative campaigns to life through hands-on creative direction, collaboration, and copywriting for video, web, email, direct mail, events, social media, internal communications, and more.
- 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.

Principal Copywriter and Brand Voice Lead | 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 messaging frameworks, voice and tone, 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.
- Led copywriting for high-profile integrated campaign assets and Citrix.com content.
- 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.
- Pioneered the Citrix Language Program and Citrix Writing Center to inspire simple, meaningful storytelling.

Senior Copywriter | Citrix

January 2015-January 2019

Copywriting is about more than words. It's about connecting with people. Showing them you get it. Making them *feel* something. Because that's what inspires them to act. As the lead copywriter on the brand content marketing team, I delivered simple yet impactful creative experiences that truly resonated with audiences and inspired them to take the next step.

- Brought the Citrix story to life through strategic concepts, copywriting, and creative direction for highly visible, brand-building initiatives and campaigns.
- Distilled complex technical concepts into simple, easy-to-understand language for a variety of audiences.
- Uncovered insights that made the difference between good copy and copy that converts.
- Developed creative briefs and concepts for advertising and marketing campaigns, email, social media, web, and more.

Lead Technical Editor and Content Strategist | Citrix

December 2013-January 2015

Technical content isn't known for being a captivating read. Until now. Citrix was seeking a new, customer-experience-centric approach for creating technical content. Leveraging my experience as a journalist, I humanized the technical content experience through simple storytelling and a relentless focus on user needs.

- Set the standard for technical content and the entire information experience by providing useful and constructive edits to various types of content Citrix-wide.
- Conducted and led user research programs to learn how customers use our content and what they need.
- Identified and prioritized opportunities to create or improve technical documentation and user experiences.
- Led UI and UX copywriting and content design for highly technical B2B technology solutions.
- Developed content strategies for products, industry verticals, and initiatives.
- Redesigned the Citrix product documentation site, docs.citrix.com, using insights from more than 1,000 customers. The new site allowed people to find the content they need 22% faster than before.

Managing Editor | Tribune Publishing

January 2008-December 2013

Delivered the informative, accurate, timely, and relevant news that mattered most to the South Florida community. As a leader in the newsroom overseeing South Florida Parenting magazine and Sun Sentinel Community News, I wore many hats, including overseeing 20+ in-house and freelance reporters, developing creatively themed issues that boosted advertising revenue, and leading the transition from print to online content.

- Under my watch, South Florida Parenting magazine became the community's top parenting and caregiving authority with less than a 1% leave-behind rate.
- Increased readership and advertising revenue with innovative content and community engagement initiatives.
- Assigned and wrote feature articles, coordinated photo shoots, and oversaw social media, the website, and blog.
- Developed and appeared in segments for the WSFL Morning Show that drove viewership and increased ratings.
- Crafted unique monthly and yearly editorial calendars aligning with marketing and advertising goals.
- Edited and assigned 20+ stories a week for Sun Sentinel Community News, and managed and mentored reporters.

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