

# Kyara Lomer-Camarena

Brand Storyteller | Creative Strategist | ACD/Copywriter

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

## ABOUT ME

---

I'm a strategic, story-driven brand and creative leader helping brands stand out, earn trust, and drive action. From high-growth startups to global enterprises, I've built brand voices from scratch, led narrative strategy for flagship campaigns, and helped cross-functional teams communicate with more clarity and confidence. I bring a journalist's curiosity, a strategist's precision, and a creative's instinct to every project, blending insight with imagination to create messaging that resonates and performs.

## EXPERIENCE

---

### Head of Copy and Messaging | G2

March 2025-Present

Lead brand voice, 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 the G2 brand 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 AI positioning, enterprise GTM strategy, and flagship campaigns and events.
- Design and develop AI workflows to bring efficiencies and scalable content experiences.
- Champion storytelling that balances creative craft with performance, driving engagement, trust, and long-term brand equity.

### Freelance Copywriter, ACD, and Brand Voice + 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 AEO-optimized webpages, emails, social media, paid ads, and more; offer expertise on creative best practices, AI workflows, trends, and strategies.
- **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. Organic social content I produced generated an 84% increase in organic traffic to promoted customer stories.
- **Synchrony Bank:** Wove the financial giant's new brand voice through various highly visible customer interactions and experiences to build trust and brand loyalty.
- **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, and copy for various assets. Play a key role in fostering client relationships, building trust, and creating opportunity for the agency by developing RPFs and client pitches. Clients include Adobe, Salesforce, Alaska Airlines, MetLife, Cloudflare, 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 strategies and campaigns 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.
- Spearheaded creative strategy and development of the UKG Bryte AI brand, including naming, positioning, and launch campaign.

#### **Principal, Brand Voice and Copy | Citrix**

**January 2019-April 2022**

Launched and scaled a new verbal identity that helped Citrix show up as a more human, unified, and customer-centric brand, supporting its transition to SaaS and its \$16.5B acquisition. As the company's go-to voice authority, I set the tone at scale and on the ground through global enablement and strategic storytelling.

- Launched the company's first brand voice, writing style, and messaging framework, bringing unity clarity, quality, and consistency across channels.
- Partnered with brand, strategy, and design leaders to guide verbal identity during a full brand refresh, aligning voice to evolving business goals and customer sentiment.
- Contributed to brand positioning that supported a successful private equity sale and transition to a SaaS-first model, with 32% YoY growth in SaaS ARR and \$3.3B+ in annual revenue.

#### **Senior Manager, Brand Voice and Copy | Citrix**

**January 2017-2019**

Laid the foundation for the Citrix rebrand by spearheading the development of a new brand voice from the ground up — one that reflected the company's transformation and made its complex story easier to understand and connect with.

- Led the creation of the new brand voice, writing style, and messaging guidelines in close collaboration with design, strategy, and executive teams
- Wrote and edited foundational brand messaging — from positioning and mission statements to core copy lines — used across global channels
- Helped architect the new Citrix Brand Hub and voice documentation, turning strategy into actionable tools
- Set the stage for company-wide adoption through cross-functional workshops, roadshows, and pilot content sprints
- Built the Citrix Writing Center and Language Program, training teams and agencies worldwide on how to write like a single brand. not a company of silos.

#### **Senior Copywriter, Brand Strategy | Citrix**

**January 2015-2017**

Transformed how Citrix told its story, one campaign at a time. From simplifying complex cloud offerings to building emotional resonance in B2B campaigns, I helped shape the company's evolving brand narrative.

- 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.
- Supported brand storytelling around product expansion into digital workspace solutions, positioning Citrix as a category leader in Gartner Magic Quadrants year over year.
- Reframed technical content into relatable, benefits-driven stories that resonated with customers and partners
- Helped define early voice principles and tone guidance that paved the way for the future brand refresh

#### **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.

## Editor-in-Chief | 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

---

**"Kyara was an immensely talented and valued member of our campaign team. She was able to synthesize highly technical jargon into simple, powerful content. And she was able to help us both develop content strategy and lead copywriting that resonated with our target audiences. The work we put in market had a 4-5x ROI compared to similar, historic campaigns."** —Peter Apple, Director of Customer Experience and Insights, PwC

**"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](http://www.kyaracamarena.com).