

KENNY LAPINS

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Professional Summary

Award-winning Senior Copywriter and Creative Director with 30+ years of experience crafting digital and traditional content for Fortune 500 brands, global agencies, and in-house creative studios. Skilled in refining AI-generated content into clear, human-sounding marketing copy that aligns with brand voice and business objectives. Expertise in brand storytelling, content strategy, and copy development across web, social, video, print, and corporate communications. Recognized collaborator with a record of shaping brand voices and driving engagement in B2B and B2C markets.

Core Competencies

AI copyediting • Digital Copywriting • Brand Storytelling • Creative Direction • Content Strategy • Journalism and Column Writing • Video and Scriptwriting • Technical Writing • B2B/B2C Marketing • Crossfunctional Collaboration

Professional Experience

UL Solutions — Northbrook, IL

Senior Copywriter, Creative Studio (2018–2025)

- Edited team-written and AI-generated copy to ensure brand voice consistency and alignment with business objectives.
- Produced digital and print copy for global safety science leader, spanning websites, white papers, eBooks, brochures, social media, and video.
- Contributed to agency work recognized with the 2021 ANA Silver Medal.
- Partnered with subject matter experts to translate technical content into compelling, audience-focused narratives.

Freelance Senior Copywriter and Associate Creative Director

2010–2018

- Centrifuge Brand Marketing – Created full content suite for industrial and manufacturing clients
- FCB – Authored digital and print for State Farm.
- Zoro.com – Established brand voice, led brand storytelling campaign.
- Ogilvy & Mather – Oversaw copy for CDW, wrote/directed video content.
- Designkitchen – Created campaign copy for Motorola, United, and HP.
- Sapient – Wrote web content for John Deere site migration.
- Leo Burnett – Led copywriting team on Whirlpool/Maytag projects and DeVry University redesign.

Kenosha News — Kenosha, WI

Columnist (2010–2012)

- Authored monthly 'Sunday Morning With...' column for readership of 30,000.

SC Johnson — Racine, WI

Communication Manager (2006–2010)

- Led benefit communications and publications, including U.S. employee/retiree newsletter and quarterly magazine.

Whittmanhart Interactive — Wauwatosa, WI

Senior Copywriter (2004–2006)

- Developed copy for Harley Davidson, Anheuser Busch, and Assurant Health.

Earlier Career

Cap Gemini Ernst & Young (2001–2003), Xpedior (1995–2000), CCH Inc. (1993–1995)

Education

B.A., English — DePaul University, Chicago, IL