

KEITH POPELY

COPYWRITER

Experience

Yuit Communications (2021-Present)

Copywriter

- Content writing and editing for clients like Ounalashka Corporation, Aleut Corporation, Calista Corporation, Chenega Corporation, First National Bank of Alaska, the Saltchuk family of companies, and more

MSI Communications (2012-2021)

Copywriter

- Content writing and editing for clients like Alaska Airlines, Matson, Alaska Permanent Fund Corporation, Kinross Fort Knox, Ted Stevens Anchorage International Airport, Alaska Safe Travels, Alaska DEC Division of Air Quality, BP Alaska, Hilcorp, ExxonMobil, Donlin Gold, Alaska Park, TDX Corporation, Sitnasuak Native Corporation, Municipality of Anchorage, and more
- Crisis communications for ExxonMobil, Hilcorp, and Shell

Brilliant Media Strategies (2011-2012)

Copywriter

- Content writing and editing for clients like Arctic Slope Regional Corporation, Providence Health and Services Alaska, AT&T, Pebble Project, ConocoPhillips, Minor and James Medical (Seattle)

Walsh|Sheppard (2007-2010)

Copy Director

- Content writing and editing for clients like MTA, Bristol Bay Native Corporation, NANA Regional Corporation, Denali Commission, American Lung Association, United Way, Alaska Meth Ed Project, Driven Auto Body, and Matanuska Electric Association

Selected Film & TV Production:

Sleepover (2004), *Ocean's Twelve* (2004), *The Italian Job* (2003), *Solaris* (2002), *Ocean's Eleven* (2001), *Don't Say A Word* (2001), *Traffic* (2000), *The X Files* (2000-2001), *Out Of Sight* (1998), *Kiss The Girls* (1997), *Bean* (1997), *Head Above Water* (1996), *A Very Brady Sequel* (1996), *Eye For An Eye* (1996), *Ruby Jean And Joe* (1996), *Boys On The Side* (1995), *Blind Justice* (1994), *Tombstone* (1993), many others

Education

University of Arizona (1992)

B.A. Creative Writing

Military Service

U.S. Marine Corps Reserve

(1986-1992)

Skills

Marketing strategy development

External & internal communications

Media & stakeholder relations

Shareholder communications

Crisis communications

Public speaking

Brand evolution/brand protection

Reputation management

Social media strategy

Advertising: TV/radio, print, digital

Annual reports