

KELTON WRIGHT

I'm passionate about helping people live happier lives. As a writer, speaker, and leader, I'm into big vision, clear communication, and detailed timelines. Most recently leading content development at Braver, thinking critically about how to improve lives through community, kindness, and accessible mental health care.

EXPERIENCE

BRAVER

Product Creation & Innovation + Investor Pitching // Sept '22 – Present

Brought on to lead content and community, I oversee all content-related initiatives both in app and out to drive engagement, retention, and most importantly, to enable our users to live healthier, happier, and more connected lives. From brand voice to product strategy to community building, I ensure our product delivers on its goals to make the world a kinder place.

RO+ MODERN FERTILITY, TEAMWORKS, EVERLYWELL, UNITEDHEALTH GROUP, THRIVE MARKET

Creative Consulting // June '18 – Present

Provided consulting services in regards to creating and establishing brand voice and editorial within brands, building and implementing mindfulness programs, and synthesizing disparate communication strategies. In addition to creative strategy, I also offered operational guidance on how to build and maintain a content department, as well as how to better partner across departments like product and CX.

SANVELLO

Team Building + Leadership // Feb '20 – June '22

I built the content department from the ground up to launch Sanvello Studios with 4 FTEs and a network of freelancers, scoring App of the Day 4 times in one year. With scalable content programs, we increased monthly new users by 28%, monthly active users by 15%, and stickiness by over 125% YoY. I also personally scripted, produced, and built the Becoming Mindful and the Braving Anxiety Journeys, with Anxiety seeing 80% of new users engaged in the first week, moving Sanvello up 30+ spots in the medical category.

HEADSPACE

Creative Direction + Content Creation // April '15 – July '19

I ran in-app programming and editorial (and social for a bit!) During my time at HS, I launched: their podcast to 2.5 million listens in 6 months, their editorial platform to millions of visits, and their newsletter with a sustained 60% open rate. I built the mental training program for the US Women's Soccer Team for the World Cup (that they won), created our entire suite of content for the Nike Training Club partnership, wrote + produced + voiced the entire Walking series in the app (the second most searched for pieces of content in the app after "Stress").

CRISPIN, PORTER + BOGUSKY BOULDER, BBDO NEW YORK

Production Management // Nov '10 – April '15

I managed the global launch of Xbox One in secrecy, directing a team of 30+ across four offices. On a daily basis, I created, maintained and communicated accurate project timelines and milestones for 360 campaigns, in addition to coaching, mentoring, and training mid-level and junior PMs and other department members. Brands managed included: Xbox, Charles Schwab, Gillette, Applebee's, Triscuit, Jell-O, and others.

NATIONAL INSTITUTE OF ALLERGY & INFECTIOUS DISEASES, VARIOUS BOATS, NAIL BAY RESORT

Production + Events // June '08 – Nov '10

Getting my feet wet in different career paths led me to: leading marketing efforts for NIAID to increase postbac and postdoc applications from underrepresented groups; running all special projects for Nail Bay Resort, including the 2008 Virgin Islands Winemakers Dinners, a 9-night charity event grossing over \$140,000; and working as a sailor and moonlighting as a singer. (Probably the highlight.)

EDUCATION

University of California Los Angeles — Novel Writing II, Screenwriting I, Screenwriting II
Lorenzo de Medici School of Art, Florence, Italy — History of Italian Art Certificate
University of North Carolina at Chapel Hill — Bachelor's in Journalism, Business Minor

WRITING

- Published author:
 - Anonymous Asked: Life Lessons from the Internet's Big Sister
 - City Cycling: San Francisco
 - City Cycling: Los Angeles
- Featured articles in:
 - The Guardian
 - Runner's World
 - Bicycling Magazine
 - Time Inc.
 - Cosmopolitan
 - Teen Vogue, and more
- Author of the weekly newsletter [Shangrilogs](#)
 - Featured on Substack's "What To Read" two years in a row
 - Hundreds of paid subscribers, with a free audience of 5000+
 - Consistent open rate of 65%

FUN STUFF

- VO talent for Headspace, California Tourism, Rapha, Sanvello, Modern Fertility, and others
- Performed in an a cappella group that was one of the inspirations for *Pitch Perfect*
- Former First Mate on 35-ft monohull, 50-ft monohull, and 60-ft catamaran
- Brand ambassador for Trek Bikes and Ollie, previously Rapha and Oakley
- Live in a log cabin at 10,000 feet

VOLUNTEER WORK

TELLURIDE HUMANE SOCIETY // Foster Roster Member // May '23 – Present
Fostering animals in need to help place them in homes in the broader Telluride region.

OPHIR SELF-RELIANCE // Head of Communication // Jan '23 – Present

The Ophir Town Council Self-Reliance Committee focuses on ensuring Ophir can sustain itself outside of community and state resources. We focus on projects like water treatment, composting, avalanche mitigation, greenhouse efforts, and solar energy.

WRITEGIRL LA // Weekly Mentor // Dec '20 – Aug '23

WriteGirl LA helps girls and non-binary youth from underserved communities in Los Angeles find their voices

TOPANGA COALITION FOR EMERGENCY PREPAREDNESS // Crisis Comms // Nov '18 – Jun '21

TCEP provides emergency preparedness education and real-time disaster status updates to residents of Topanga, helping to manage evacuations and provide support in wildfires, mudslides, and rockslides

RAPHA // Women's Ambassador // Los Angeles, CA // June '14 – Dec '20

Rapha is a sportswear and lifestyle brand focused on making cycling the most popular sport in the world, with their ambassadors aiding in diversifying the sport through ongoing clinics and guided rides