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STEVE GNALL COPYWRITER

Veteran copywriter; seasoned marketer

A chameleon with experience across print and production enterprises, digital and full service agencies, startups, private companies and commercial businesses.

- storyteller
- content strategist
- creative collaborator

It is a privilege to do what you love for a living. I never take that for granted. Because every word counts.

Film Gnoir Motion Picture Co., Chicago, Ill. - *Freelance Copywriter and Creative Content Creator*

March 2018 – Present

- Penned long and short form copy, ranging from blogs and white papers, to social media posts and emails, for a differing mix of client types
- Partnered with musicians to design unique compositions for use on original audio programs and video content
- Scripted, produced, edited, and audio designed opening and closing podcast show segments
- Collaborated with fellow creators to develop and generate new, digital content for YouTube and other social media platforms
- Helped organize and structure strategic digital marketing campaigns in support of different clients and products

Spirit Hub, Lincolnwood, Ill. - *Senior Copywriter and Content Strategist*

July 2019 – July 2020

- Managed in-house copywriting team through company rebrand, structuring updated brand pillars while establishing a distinct brand voice
- Developed original set of company-wide copy guidelines to advance and integrate ongoing, internal copy strategies
- Responsible for the completion of different copy projects simultaneously in order to meet multiple calendar deadlines
- Ensured all written and corresponding creative standards were maintained across mixed platforms and projects
- Collaborated with internal/external designers, photographers, videographers, and stakeholders to ensure consistent tone and style across all creative assets

TALK Agency, NSW, Australia - *Senior Copywriter and Digital Marketing Specialist*

February 2017 – April 2019

- Generated high volumes of SEO-optimized client content for web, apps, social media, and SEM/digital campaigns

- Upheld a recurring composition schedule of original, client specific blog and long-form copy for a diverse range of business types
- Teamed with data analysts, project managers, and creative team members to develop and execute dynamic digital marketing campaigns
- Consistently delivered any required, on-brief copy assets in front of deadlines for peer and/or client review
- Wrote, produced, and hosted TALK's *The Corner Booth* podcast; sourcing relevant entrepreneurs and small business owners as show guests

AMBA Communications, Sydney, Australia - *Senior Copywriter*

October 2015 – February 2017

- Oversaw the production of strategic, creative models for a diversified portfolio of client accounts, balancing creative novelty with brief compliance
- Designed informative, high-quality white papers and regular blog posts for internal use company-wide
- Collaborated with designers, art directors, and creative director to develop unique client campaign objectives across television, radio, print and digital
- Combined brand, marketing science, and business insights to help develop client-tailored commercial and advertising solutions
- Established editorial standards for external-facing publications internally, and for a varied roster of clients

Express Media Group, Sydney, NSW, Australia - *Commercial Copywriter*

April 2013 - September 2015

- Responsible for all commercial content across the publisher's range of leisure titles, including product profiles, travel stories, and "Ask The Expert" columns
- Coordinated with photographers and designers to determine finished page layouts
- Worked directly with advertisers to coordinate and assure consistent advertorial content across all titles
- Prepared shooting scripts for travel and promotion segments used online and for digital magazine DVD releases
- Amended and revised copy in response to feedback from partners, editors, and publishers

Budo Videos, Garden Grove, Calif. - *Copywriter*

October 2006 - October 2012

- Wrote clear, precise, original copy for company newsletters, DVD packaging, and detailed online/print catalogue product descriptions
- Produced promotional package copy for martial arts pay-per-view events and instructional DVDs
- Provided English language voice overs for instructional DVDs originally recorded in Japanese and Portuguese
- Worked directly with videographers, editors, and designers to generate copy for specific video and digital assets
- Researched competitor activity and key demo trends to develop highly targeted advertising collateral

Research • Storytelling • Marketing • Advertising • Voice Over • Podcasting • B2B
B2C • SEO • Strategy • Ecommerce • Blog • Email • Startups