

STEVEN GARVIN

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Passionate senior-level copywriter with 12-year proven ability to conceptualize and execute engaging omnichannel campaigns. Proficient in ideating for digital, social, and print with grammatical precision and strong time management skills.

SKILLS

Copywriting | Editing | Storytelling | Branding & Identity | Digital Marketing | Email Marketing | Product Naming | Presentation Writing | Content Strategy | Organic & Paid Social Media | E-commerce | Microsoft Office Suite | PowerPoint | Keynote | Google Slides | Google Docs | Figma

EXPERIENCE

JAANUU / El Segundo, CA • Senior Copywriter

07/2022 – Present

- Lead copywriter responsible for overseeing the overall messaging strategy
- Craft innovative 360 advertising campaigns while elevating the brand voice across all channels, including emails, site assets, video, paid ads, paid social, SMS, etc.
- Interpret creative briefs and work cross-functionally with stakeholders to ensure all marketing objectives are being met
- Be a thought partner to Art Director and Creative Director, participating in creative discussions and brainstorming new and innovative ways to engage the audience
- Provide naming concepts for proprietary fabrics, incoming products, and capsule collections, partnering with Product and Design teams for accuracy and relevance
- Write product descriptions, including meta copy for all products, partnering with Merchandising to ensure all pertinent attributes are considered
- Develop creative presentations to be presented both internally and externally, showcasing current and upcoming initiatives
- Manage and edit all content from freelance copywriters and agency copy support to ensure alignment with brand voice and project goals
- Provide copy support for packaging, labels, and other ad hoc projects

CARUSO / Los Angeles, CA • Copywriter

09/2018 – 07/2022

- Lead copywriter and editor responsible for developing copy for more than a dozen retail, dining, resort, and entertainment destinations
- Developed an omnichannel experience across all platforms, including web, social, email, paid media, video, scripts, OOH, and print

- Collaborated across departments to produce a consistent voice for all communications
- Worked closely with Creative and Art Directors to conceptualize and execute original campaigns
- Managed freelance copywriters and edited all written content to align with various brand identities

GUESS?, INC. / Los Angeles, CA • Brand Copywriter

10/2016 – 09/2018

- Wrote original and sales-driven copy for email campaigns and web for all GUESS brands
- Partnered with Creative and Art Directors, alongside Merchandising and Store Visuals teams, to develop and maintain cohesive branding strategy
- Managed product copywriters to ensure alignment with brand voice
- Wrote and edited articles for monthly newsletter
- Developed and updated company style guides and training materials
- Collaborated with Design and Retail teams to create seamless online to in-store experience

ONQUESTYLE / Irvine, CA • Fashion Copywriter

04/2013 – 10/2016

- Wrote and edited content for blog, web, and media output
- Created and managed editorial calendars, contributing to coverage in fashion and lifestyle
- Developed and edited product listings for multiple e-commerce platforms
- Assisted with product styling and photography

RUBBER-CAL, INC. / Costa Mesa, CA • Content Writer

10/2012 – 04/2013

- Produced and uploaded sales-driven content for products on multiple e-commerce platforms
- Conceptualized and developed informative articles
- Edited for web content and client communications
- Photographed and edited product images for web

E D U C A T I O N

Master of Fine Arts, Creative Writing / 2016

Chapman University / Orange, CA

Bachelor of Arts, Journalism / 2012

Colorado State University / Fort Collins, CO