

STEVEN T. PORTER

Creative Director | Content Strategist | Copywriter

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A B O U T M E

I am “default to action” personified. I’m an expert copy director who builds authentic brand voices on every platform. I am skilled at transforming complicated details into clear, engaging narratives that drive customer curiosity and foster healthy outcomes. I love collaborating with cross-functional teams—product, marketing, sales, and design—to craft messaging that aligns with business objectives while maintaining consistency in brand voice. Whether it’s brand positioning, storytelling, social, or performance marketing, I move easily from strategy to delivery, from awareness to activation. Above all, I care deeply about the work, the team, and the customers we serve—because the best work can literally change lives.

E X P E R I E N C E

Copy Director, Content Marketing, 2015 - 2025

Audible, Newark, NJ

Provided creative direction, copy, and UX best practices for a broad range of brand promotions in support of new audiobooks and Audible Originals, memberships (both acquisition and retention), social media, new business partnerships, and Audible’s new digital product launches.

Major Accomplishments: Served on task force exploring opportunities for AI to increase efficiency. Wrote copy for editorial promotions driving record audiobook sales. Provided copy and process upgrades for global membership acquisition programs driving record revenue and listener growth for multiple quarters. Was lead copywriter on launches of Audible Theater, Audible for Kids, Harry Potter on Audible, and original content.

Vice President, Creative Director, 2010 – 2014

Tenthwave, New York, NY

Provided copywriting and creative expertise for this fully integrated digital marketing agency. Collaborated on all websites, rich-media ads, videos, CRM newsletters, and special promotions for clients including eBay, American Express, VSP Vision Care, Facebook, Birds Eye, Duncan Hines, Canon, Jim Beam, and Time Warner.

Major Accomplishments: Served as Social Media Editor in Chief for a team that was selected as a Facebook Preferred Marketing Developer group. Developed all content for Facebook’s award-winning anti bullying campaign. Developed breakthrough testimonial video for VSP Vision Care’s open enrollment campaign.

Creative Services Director, 2009 – 2010

New York Magazine, New York, NY

Managed the development of all promotional materials for this major national weekly magazine and its online brand extensions. Lead the Integrated Solutions team in creating multi-platform marketing programs for a variety of advertising clients. Provided all copywriting for sales materials, including in-book and online.

Major Accomplishments: Managed an award-winning program with HSBC that drove user-generated content. Developed signature branding and merchandising events including New York ShopWalk and the Vulture Live! series.

Executive Creative Director, 2006 –2008***The New Yorker, New York, NY***

Managed a staff of 15 including copywriters, art directors, designers, production managers, and a special sections team responsible for developing creative advertising opportunities. Worked directly with sales representatives and management team on executing customized in-book units. Developed all promotional materials including direct mail pieces, sell sheets, presentations, and event collateral.

Major Accomplishments: Developed breakthrough advertising ideas for a broad range of clients such as Nokia, AIG, Lunesta, Gucci, Best Buy, Discovery Networks, Mercedes, and Amstel. Managed development of brand visibility for the annual New Yorker Festival, a three-day, citywide event, and the New Yorker Conference.

Creative Services Director, 2005 - 2006***The Wall Street Journal, New York, NY***

Managed a team of designers, writers, and marketing staff during a seminal shift in the Journal's brand positioning. Managed the development of all sales collateral for both print and web advertising efforts.

Major Accomplishments: Managed branding campaign and mailing series promoting the launch of Weekend Edition, the Journal's new Saturday paper, and reformatted international editions. Developed first-ever podcast series appearing on the Weekend Edition website.

Director of Promotion and Creative Services, 1996 - 2004***Entertainment Weekly Magazine, New York, NY***

Managed the development of all sales presentations and promotional materials for major national weekly magazine and its brand extensions. Worked regularly with all magazine departments as well as outside vendors and freelancers. Consistently delivered powerful sales tools under tight deadlines and small budgets.

Major Accomplishments: Created successful sales materials used by the president and publisher to sell multimillion dollar ad packages to clients such as Ford Motor Co. and MTV. Recognized company wide as the "voice of Entertainment Weekly" on all promotional materials.

S K I L L S

Copywriting, Creative direction, Marketing, Content creation, Generative AI, Social media, Event promotion, UX copywriting, Mentoring, Data analysis, Acquisition marketing, Project management, CMS, Video scripts, Presentations, Websites, Case studies, Email campaigns, Print brochures

E D U C A T I O N

University of Virginia

B.A., Rhetoric and Communications Studies

American Medical Writers Association

Certificate, Regulatory Writing Core Knowledge

Cornell University

Certificate, Generative AI for Productivity

M E M B E R S H I P S

American Marketing Association

Richmond Advertising Club

American Medical Writers Association