

# STEVEN T. PORTER

Senior Copywriter | Creative Director | Content Designer

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📁 [STPportfolio.com](http://STPportfolio.com)

## ABOUT ME

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Accomplished Senior Copywriter and Creative Director with 20+ years of experience transforming complicated details into clear, compelling narratives that drive customer curiosity and engagement. Expert in brand positioning, storytelling, social media, and performance marketing. Moves effortless from strategy to delivery, from awareness to activation. Skilled at collaborating with cross-functional teams—product, marketing, sales, and design—to craft messaging that performs while maintaining consistency in brand voice.

## EXPERIENCE

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### **Freelance Copywriter/Creative Director, 2025 - Current**

#### **Richmond, VA**

- Create high-conversion direct marketing, landing pages, and sales emails for a diverse range of clients to optimize user engagement and acquisition.
- Apply consumer psychology principles to drive audience engagement and platform growth.

### **Copy Director, Content Marketing, 2015 - 2025**

#### **Audible, Newark, NJ**

- Wrote and optimized messaging for brand promotions, new audio content and product launches, and member engagement efforts.
- Provided copy for global membership campaigns driving record revenue and listener growth for multiple quarters.
- Wrote scripts for video trailers and promotional campaigns for Audible Originals.
- Served on task force exploring opportunities for AI to increase efficiency.

### **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.
- 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**

- Drove revenue by creating integrated, multi-platform sales presentations for high-value advertising clients.
- Managed the development of events and promotional programs for our clients that increased consumer awareness and engagement.
- Managed award-winning digital programs that drove user-generated content engagement for financial clients.

### **Executive Creative Director, 2006 –2008**

#### **The New Yorker, New York, NY**

- Developed full suite of sales and promotional materials including direct mail and presentations driving ad revenue and creative advertising opportunities for clients.
- Managed a staff of 15 including copywriters, art directors, designers, production managers, and a special sections team.
- 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.

## SKILLS

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**Direct Response and Persuasion:** Acquisition copywriting, Direct response copywriting, Sales letters and emails, Presentations

**Digital Performance & Scaling:** Social media, Case studies, Email campaigns, Video scripts, Print brochures, Generative AI

**Creative Strategy & Execution:** Content creation, Creative direction, CMS, Data analysis, UX copywriting, Marketing, Project management

## EDUCATION

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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

## MEMBERSHIPS

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American Marketing Association  
Richmond Advertising Club

American Medical Writers Association