

# SteveMeans

Associate Creative Director/Copy

stevemeans.com | 347 330 7626

***An award-winning ACD/Copy with broad category, client experience, insight and energy.***

A specialist in projecting different voices across different platforms to make the client's message and brand refreshing and durable. Have extensive experience with conceptual copy, long and short form, with punchy headlines that compel readers to read more. Have branded entire companies and their products and services from a copy standpoint that still stand years later. Exceptionally comfortable speaking to different audiences and age groups online and off. Also compose music and lyrics for web-based content and applications and corporate promotions and special events.

- Concept and Copywriting
- Product and Service Naming
- Interactive and Direct Response
- Experiential and Guerrilla Marketing
- Brand Intelligence
- Mobile, Social Networking Apps
- Broadcast Producer/Director
- Web Video and Content

## ***Selected Highlights***

- **WGSN** – rebranding and launch of new global intelligence unit
- **iShares** – reposition ETF mobile trading products to young, mobile financial consumers
- **Amazon.com** – radio concepts and scripting for the Text2BuyIt service
- **Verizon Small Business** – 350-page rich media website – now SuperPages.com
- **KPMG** – most successful B2B program in their history for regulatory advisory services
- **Sprint Business** – multiplatform rebrand campaign for business data sector
- **Nintendo** – most successful magazine launch in history; with Diamond Echo award
- **AT&T** – most successful B2B program in their history – with 100% response rate

## ***Professional Experience***

<b>Brand Marketing Consultant</b> – Unlimited Means – NYC	Current
<b>Associate Creative Director</b> – Watson Earl & Partners – NYC	2007 – 2010
<b>Senior (freelance) Copywriter</b> – Kirshenbaum + Bond – NYC	2005 – 2006
<b>Co-founder, Creative Director</b> – British American Design – NYC	1999 – 2005
<b>Creative Supervisor</b> – Grey Advertising – NYC	1995 – 1998
<b>ACD/Copy</b> – ImageNet – NYC	1994 – 1995
<b>Senior Copywriter</b> – Young & Rubicam – LA	1990 – 1993

## ***Awards and Accolades***

Echo, Diamond Echo (with Peter Eaton), John Caples, Emmy, Clio President's Award, Grey Advertising 1998. Emmy for broadcast music composition  
Featured in *Ad Week*, *Advertising Age* and *New York Times*

Washington University – St. Louis – biomedical engineering studies  
University of Missouri – St. Louis – economics and political science  
Southern Illinois University - B.A., communications and broadcasting