

Steve Means
Associate Creative Director – Copy

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Award-winning, multi-disciplinary writer with broad category and client experience.

Generates breakthrough ideas and crunchy, double-duty copy with impact and endurance across all disciplines: print, broadcast, direct response, online, brand awareness, collateral and promotions. Part of the award-winning team that established BMW as a major online player. Extensive experience in broadcast production, web and integrated campaign development.

- Concept and Copy
- Broadcast Producer/Director
- Original Online Content
- Product and Service Naming
- Brand Development
- Interactive content development
- Social Networking Apps
- Guerrilla Advertising

Selected Highlights

- **Most successful magazine launch in history**—*Nintendo Power* magazine went from zero subscriptions to 1.2 million in one year supported by a multimedia campaign of print, direct mail and television. Diamond Echo award winner. (Young & Rubicam / HDM Worldwide Direct)
- **Verizon Small Business CRM Website**—a 350-page rich media website in preparation for successful spin-off to Idearc Media. (Kirshenbaum + Bond)
- **Sprint Business rebrand**—award-winning broadcast, print and direct credited with increasing company market share of the prized business data sector by 36%. (Grey Advertising)
- **Most successful new business prospect mailer in AT&T's history**—high-impact direct mail with response device that generated a 100% response rate and a 42% conversion rate. (ImageNet)
- **Lexus integrated launch campaign**—delivered record-breaking sales using direct mail, print and broadcast. John Caples award for Best of Show. (Young & Rubicam / HDM Worldwide Direct)

Professional Experience

Associate Creative Director , Watson Earl & Partners – NY	2006 – Present
Freelance Copywriter , Kirshenbaum + Bond – NY	2005 – 2006
Co-founder, Creative Director , British American Design – NY	1999 – 2005
Creative Supervisor , Grey Advertising – NY	1995 – 1998
Senior Copywriter , Young & Rubicam – Los Angeles	1991 – 1994

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

Southern Illinois University, University of Missouri—St. Louis, B.A., Communications.