

STEVE GNALL

Senior Copywriter | Content Strategist | Storyteller

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EXECUTIVE PROFILE

Senior copywriter and copy strategist with **20+ years of experience** helping mission-driven organizations communicate with clarity, confidence, and purpose. I specialize in shaping brand and narrative at scale—balancing story with operational discipline to deliver work that performs in the real world.

Trusted partner to senior leadership on high-visibility, high-stakes communications.

SIGNATURE STRENGTHS

- Translating complex initiatives in clear, **human-centered communication**
 - Storytelling that balances creativity, strategy, and business objectives
 - Providing steady **creative leadership in high-pressure environments**
 - Strengthening brand while preserving authenticity, nuance, and voice
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PROFESSIONAL EXPERIENCE

Film Noir Motion Picture Co. — Freelance Senior Copywriter & Content Strategist

Chicago, IL | 2018–Present

- Provides strategic copywriting and content development across web, email, social media, video, podcasting, and digital campaigns
- Integrates **generative AI into creative and editorial workflows** to accelerate research, ideation, content development, and refinement while applying human judgment to voice, accuracy, strategy, and final execution
- Advises on messaging, brand voice, and content strategy to strengthen audience engagement, communication clarity, and consistency across channels

Lions Clubs International — Senior Copywriter

Oak Brook, IL | 2023–2024

- **Led communications supporting the organization's flagship global growth initiative, contributing to its strongest membership gains since 1987**
- Supported adoption of a digital platform by **300,000+** leaders through strategic communications and scalable messaging
- **Partnered with senior executives to develop speeches, keynotes, briefing materials, and high-profile communications for global audiences**
- Directed enterprise communications distributed across 20+ countries and localized into 18 languages

Spirit Hub — Senior Copywriter & Content Strategist

Lincolnwood, IL | 2019–2020

- **Led enterprise rebrand, establishing brand positioning, messaging architecture, and voice guidelines**
- Developed integrated campaigns spanning web, email, video, and e-commerce experiences
- **Mentored junior copywriters and maintained editorial standards across creative deliverables**
- Guided brand positioning and messaging strategy while partnering with leadership on communications supporting enterprise growth and transformation

TALK Agency — Senior Copywriter & Digital Marketing Specialist

Gosford, NSW, Australia | 2017–2019

- Produced integrated campaigns across SEO, digital, social, apps, and websites
- **Partnered with designers and strategists to translate business objectives into compelling narratives**
- Created and hosted the company podcast, strengthening executive visibility and long-form thought leadership through compelling storytelling

AMBA Communications — Senior Copywriter

Sydney, NSW, Australia | 2015–2017

- **Directed messaging strategy and creative development across a diverse client portfolio, translating complex business challenges into integrated campaigns.**
- Authored white papers, campaigns, and long-form content across digital and traditional channels
- Established editorial standards that improved brand consistency and clarity

EARLIER CAREER

Express Media Group — Sydney, NSW, Australia — Commercial Copywriter (2013–2015)

Travel, leisure, and product marketing; promotional video scripting; advertiser collaboration

Budo Videos — Garden Grove, CA — Copywriter (2006–2012)

Product marketing, newsletters, promotional campaigns & packages; voiceover performer

CORE CAPABILITIES

Brand & Voice Strategy · Campaign Leadership · Conversion-Focused Storytelling
Content & Digital Strategy · UX & Performance Content · Global Communications
Scriptwriting & Multimedia Production · Executive Messaging · Long- & Short-Form Copy
AI-Enabled Creative Workflows