

STEVE GNALL

Senior Copywriter | Content Strategist | Storyteller

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EXECUTIVE PROFILE

Senior content and copy strategist with 20+ years of experience helping complex, mission-driven organizations communicate with clarity, confidence, and purpose. I specialize in shaping brand and narrative at scale—balancing storytelling craft 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 into clear, human-centered communication
 - Storytelling that balances imagination with real-world constraints
 - Elevating brands without flattening voice, nuance, or intelligence
 - Providing steady creative leadership in high-pressure environments
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PROFESSIONAL EXPERIENCE

Lions Clubs International — Senior Copywriter

Oak Brook, IL | 2023–2024

- Drove the organization's largest membership growth since 1987 by directing the global *MISSION 1.5* campaign
- Enabled adoption of the Lion Portal by 300,000+ users worldwide through clear, scalable messaging
- Served as strategic copy authority across brand, marketing, digital, and executive communications, partnering closely with senior leadership and board stakeholders
- Led weekly global email communications across 20+ countries, coordinating localization in 18 languages
- Developed keynote and event messaging for international conventions in Melbourne, Mexico City, and Orlando, engaging 10,000+ attendees

Spirit Hub — Senior Copywriter & Content Strategist

Lincolnwood, IL | 2019–2020

- Led company-wide rebrand, defining new brand pillars and voice guidelines
- Supported revenue and engagement goals through integrated content strategies
- Managed and mentored two junior copywriters, raising quality and consistency across outputs
- Delivered high-impact copy across web, email, and video

TALK Agency — Senior Copywriter & Digital Marketing Specialist

Gosford, NSW, Australia | 2017–2019

- Produced SEO-driven content across websites, apps, social platforms, and digital campaigns
- Expanded client engagement through long- and short-form storytelling initiatives
- Created, produced, and hosted the company podcast spotlighting entrepreneurs

AMBA Communications — Senior Copywriter

Sydney, NSW, Australia | 2015–2017

- Directed creative strategy across a large multi-industry client portfolio
- 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; English voiceover for international releases

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