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## STEVE GNALL COPYWRITER

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**Versatile, results-driven storyteller with a passion for impactful messaging that engages audiences and elevates brands.**

A seasoned copywriter and content strategist with extensive **branding, creative storytelling** and **integrated marketing** experience. Skilled at crafting **compelling narratives** across multiple platforms, from **advertising and scriptwriting** to **long-form content** and **multimedia production**. Known for a **collaborative yet self-sufficient** approach – excelling at **team-driven projects** with **agencies and partners** or tackling **high-stakes solo assignments** with equal effectiveness.

Because **every word counts**. And the right ones make all the difference.

### **Lions Clubs International, Oak Brook, Ill. - Senior Copywriter**

April 2023 – December 2024

- **Developed and led** the *MISSION 1.5* membership campaign, driving **Lions' largest club growth and membership increase since 1987** during its first year.
- **Drafted high-level communications** for the foundation's executive officers, international directors and board committees, ensuring clarity and alignment.
- **Led the strategic rollout** of the **Lion Portal**, a streamlined digital tool **adopted by 300,000+ club officers worldwide** in its first year.
- **Managed and optimized** weekly email communications for **district governors across 200+ countries and geographic areas**, translated into **18 languages**.
- **Designed messaging, built copy and produced website content** for Lions' international conventions in **Melbourne, Mexico City and Orlando**.

### **Film Gnoir Motion Picture Co., Chicago, Ill. - Freelance Copywriter and Creative Content Creator**

March 2018 – Present

- **Providing long- and short-form copywriting** services, including blogs white papers, social media emails and **UI/UX** content.
- Responsible for **branded content creation**, social media, concept development, and overall **digital presence**.
- Applying **quantitative and qualitative research** to develop **profitable content** and **cross-platform strategies**.
- Defining **ideal customer profiles (ICPs)** and analyzing **competitor positioning** to build **effective messaging strategies**.
- Developing **strategic copy, production, editing, audio design, and voice-over** solutions for podcast, web, and video content.

### **Spirit Hub, Lincolnwood, Ill. - Senior Copywriter and Content Strategist**

July 2019 – July 2020

- Led in-house copywriting team through **company rebrand**, establishing updated **brand pillars** and a **distinct brand voice**.
- Developed **company-wide copy guidelines** to ensure alignment and integration of ongoing **internal strategies**.
- Created **customer-facing content**, including direct mail, email, blogs, newsletters, and **marketing collateral**.
- Built **digital content strategies** based on **buyer personas**, designed to achieve **measurable business goals**.
- Collaborated with **internal and external teams**, including designers, photographers, and videographers to maintain a **consistent brand tone**.

**TALK Agency, NSW, Australia** - *Senior Copywriter and Digital Marketing Specialist*

February 2017 – April 2019

- Created **SEO-optimized content** for web, apps, social media, and **digital campaigns** across diverse industries.
- Maintained a **recurring content schedule**, producing **blog and long-form copy** tailored to client needs.
- Partnered with **data analysts, project managers, and creatives** to develop and execute **high-impact campaigns**.
- Delivered **on-brief copy assets** ahead of deadlines for **peer and client review**.
- Wrote, produced, and hosted **The Corner Booth podcast**, featuring **entrepreneurs and small business owners**.

**AMBA Communications, Sydney, Australia** - *Senior Copywriter*

October 2015 – February 2017

- Oversaw the production of **strategic, creative models** for a diversified client portfolio, **balancing innovation with brief compliance**.
- Designed **high-quality white papers** and regular **blog posts** for company-wide internal use.
- Collaborated with **designers, art directors, and creative leadership** to develop unique campaign objectives across **TV, radio, print and digital platforms**.
- Merged **brand insights, marketing science, and business** data to craft tailored commercial and advertising solutions.
- Established **editorial standards** for external publications for both internal teams and a diverse client roster.

**Express Media Group, Sydney, NSW, Australia** - *Commercial Copywriter*

April 2013 - September 2015

- Managed **all commercial content** across the publisher's leisure titles, including **product profiles, travel stories, and "Ask the Expert" columns**.
- Coordinated with **photographers and designers** to develop **compelling page layouts**.
- Worked directly with **advertisers** to ensure consistent **advertorial content** across multiple publications.
- Scripted **travel and promotion segments** for online platforms and **digital magazine DVD releases**.
- Revised and refined copy based on feedback from **partners, editors, and publishers**.

**Budo Videos, Garden Grove, Calif. - Copywriter**

October 2006 - October 2012

- Created **clear, engaging copy** for **newsletters, DVD packaging, and online/print catalog product descriptions.**
- Wrote **promotional content** for **martial arts pay-per-view events and instructional DVDs.**
- Provided **English voiceovers** for instructional DVDs originally recorded in **Japanese and Portuguese.**
- Partnered with videographers, editors, and designers to craft compelling **video and digital content.**
- Researched **competitor activity and audience trends** to develop **targeted advertising collateral.**