

AMY STEVENS

Creative Director, Copy

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WORK EXPERIENCE

Klaviyo • Associate Creative Director, Copy

June 2022 – February 2025

Boston, MA (Remote)

- Spearheaded a comprehensive brand verbal identity refresh, enhancing voice, tone, and writing guidelines, resulting in an 85% increase in brand consistency.
- Collaborated with marketing and product stakeholders to drive strategic, on-brand creative work, significantly boosting brand recognition and adoption (+8% unaided and 19% aided awareness in 2024).
- Oversaw creative teams and copywriters across brand marketing initiatives, optimizing creative efficiency and output.
- Established the content design discipline from the ground up, leading a team to support over 55 product designers, achieving an 85% increase in brand consistency.
- Formulated the first content design system, creating product voice and tone guidance, content patterns, writing guidelines, and best practices.
- Facilitated global expansion across five international markets by simplifying in-app content for i18n and localization, driving strategic, on-brand creative work.

Allstate • Sr. Manager, Content Design + ACD, Copy

June 2016 – June 2022

Chicago, IL (Remote)

- Directed UX, web, and digital experiences, ensuring cohesive content across channels, which resulted in an 80% increase in brand consistency.
- Supervised a team of up to 15 content designers, enhancing team efficiency and quality through targeted skill development and career growth initiatives.
- Partnered with stakeholders on quarterly and yearly objectives, driving strategic alignment and clinching a 90% project success rate.

Freelance • Creative Director, Copy

July 2015 – June 2016

Chicago, IL

- Engineered social media and online advertising campaigns for Cox Communications, amplifying brand visibility and engagement.
- Devised content strategy and led product copy enhancements for Hanes.com, improving user experience and driving online sales.
- Provided creative direction across Unilever products, ensuring cohesive brand messaging and increased brand consistency.

VML • Associate Creative Director, Copy

June 2014 – July 2015

Chicago, IL

- Championed creative direction for Kellogg's Masterbrand, Special K cereals and bars, and Raisin Bran, enhancing brand consistency and creative output.
- Managed daily creative operations and led teams on 360-degree programs and campaigns, improving efficiency and strategic alignment.
- Created brand voice and tone for Kellogg's Origins and drove consistent content strategy for web and product launches.

SapientNitro • Senior Writer

August 2011 – February 2014

Chicago, IL

- Led creative teams in writing and overseeing multimedia content for various brands across web, digital, and native mobile platforms, enhancing brand consistency and creative output.
- Contributed significantly to the winning pitch for the Hoosier Lottery business, driving strategic creative direction and securing new contracts.
- Collaborated cross-functional teams, ensuring cohesive and innovative brand messaging for clients such as Hyatt, The Hoosier Lottery, and John Deere.

SKILLS

Content Strategy • Content Design • Creative Direction • Strategic Planning • Leadership • UX Writing • Copywriting • Video Scripting • Paid Media Creative • Concepting • Design Thinking

Google Workspace • Adobe Creative Suite • Figma • Mural • Klaviyo • MailChimp • Canva • monday.com • Jira • Microsoft Office

CERTIFICATIONS

Certificate • Design Thinking Facilitation

Luma Institute

Certificate • Copywriting

The Creative Circus

EDUCATION

Master of Arts • Communication

Queens University of Charlotte • 4.0 GPA
Charlotte, NC

Bachelor of Arts • Journalism/Advertising

The University of Kentucky
Lexington, KY