

Steven Abraham

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SUMMARY

Senior copywriter and content marketer with 15 years of experience — specializing in email, digital, advertising, social, and content. I've created successful campaigns in tech, education, finance, gaming, retail, skincare, and research for 20+ brands, turning stories and insights into content that converts.

PROFESSIONAL EXPERIENCE

Freelance Copywriter, Self-Employed | Remote

Mar 2015 – Present

- From native YouTube ads & podcast commercial scripts, to downloadable guides & email campaigns, I've written for startups, agencies, and brands. Clients have included Microsoft, Lenovo, Thermador, Smart & Final, Teradata, Blinds.com, and more.

Freelance Senior Copywriter, Microsoft | Remote

May 2023 – October 2023

- Crafting compelling, on-brand copy for Microsoft Security campaigns, partnering cross-functionally to align creative messaging with overarching brand voice and vision
- Developing engaging marketing emails promoting products and thought leadership content
- Designing and executing qualitative user tests with security professionals on the UserTesting platform, leveraging insights to refine messaging strategy and improve customer segmentation
- Authoring SEO-optimized pages educating security professionals on technologies like CIAM
- Writing relationship-management emails for new Microsoft Security customers, providing actionable tools and resources that accelerate time-to-value and renewal rates

Freelance Senior Copywriter, Teradata | Remote

Mar 2023 – May 2023

- Editing and optimizing copy across key Teradata.com sections including Modernization Workshop, EBC, Industries, and Success Stories
- Writing performance-driven social ad copy for assets like the GigaOm Radar Report and Financial Visibility datasheet
- Producing tailored copy for New York Giants co-branded collateral
- Developing optimized landing page and email copy for Teradata events like Possible 2023

Senior Copywriter, Teradek | Irvine, CA

Jul 2020 – Mar 2023

- Creating landing page, email, social, PR, and print copy for product launch campaigns (Prism Mobile, Prism Flex, Prism RU, Data, ProCare, Ranger, Vidiu X, Spark, Wave)
- Achieving 32.5% average open rate for brand marketing emails, beating industry benchmarks
- Crafting 5 customer case studies end-to-end: holding interviews; gathering testimonials and stats
- Scripting engaging shareholder update and acquisition videos for publicly-traded: Videndum PLC
- Strategizing improvements to marketing messaging and web experience through surveys
- Writing educational blog content and lead gen guides for sales enablement
- Successfully capturing 19.4% of leads from the 2023 Live Streaming Setup Guide

Freelance Senior Copywriter, Imagine If Insights & Strategy | Remote

Feb 2020 – Jul 2020

- Creating carousel posts for an attitudinal study on the American experience during the pandemic
- Writing sales pages for Insights Labs and Virtual Success Suite solutions
- Crafting pitch decks to secure new client business
- Developing social media, video scripts, and downloadable guides to showcase offerings

Content Marketing Manager, Online Trading Academy | Irvine, CA

Jan 2018 – Feb 2020

- Assisting email team in achieving 32% YOY growth through content strategy and copy
- Rebranding OTA homepage and landing pages with optimized copy and video content

- Developing ad campaigns for OTA Real Estate in collaboration with creative team
- Writing banner, video, and native ads for channels including social, print, radio, and search
- Creating tailored content marketing kits based on audience and market trends

Freelance Copywriter, Alchemee (formerly The Proactiv Company) | El Segundo *Mar 2017 – Sep 2017*

- Creating Facebook Canvas and Carousel ads for Proactiv's newest product line launch
- Writing print and digital banner ad copy for Ulta Beauty Conference campaign
- Producing direct-response emails for lead gen (+21% CTR) and cart abandon (+12% Open Rate)

Freelance Copywriter, Oxford Road | Remote *May 2016 – Mar 2017*

- Crafted highly targeted radio spot scripts for Framebridge, Beepi, and Blinds.com leveraging Oxford Road's Audiolytics™ and SCOUR systems to optimize ad components based on analytics and research for resonance with target audiences

Freelance Copywriter, HEILBrice | Newport Beach, CA *May 2016 – May 2016*

- Writing :30 radio spot scripts and product demo video script for Smart & Final
- Creating print signage and online header copy for Outlets at San Clemente and Citadel Outlets
- Authoring blog posts covering latest trends in advertising and tech for HEILBrice website

Freelance Copywriter, The Woo Agency | Culver City, CA *Oct 2015 – Apr 2016*

- Writing multi-channel campaign copy for Lenovo Gaming's Game State brand campaign including manifestos, banners, emails, web, scripts, and influencer talking points
- Creating social media content for Lenovo Gaming, increasing followers exponentially on Twitter (+72%), Facebook (+90%), and Instagram (+90%)
- Proofreading and writing new business pitch decks for Lenovo, Nixon Library, and Caesarstone

SKILLS

Copywriting • Editing • Email Marketing • Content Writing • Advertising • Marketing Strategy • Brand Strategy • Script Writing • Commercial Writing • Blogging • Market Research • SEO • Campaign Development • Concept Development • Creative Direction • Marketing Materials • Creative Strategy • Brand Management • Brand Identity • UX Writing • Landing Page Writing • Content Strategy

TOOLS

JIRA • Figma • DevOps • Trello • Asana • Microsoft Word • Google Docs • CoSchedule • SEMrush • Google Analytics • Hootsuite • Teams • Slack • Mailchimp • Constant Contact • UserTesting • Otter.ai • Calendly • Google Trends • Ahrefs • BuzzSumo • Optimizely • Sprout Social • Answer the Public • Quora • Reddit • Medium • Zoom • Google Hangouts • Dropbox • Loom

EDUCATION

UC San Diego | La Jolla, CA | 2009-2011

BA in Communication | Graduated with Honors
 - Undergraduate Research Award Nominee
 (2011 - COMT 175)

UC Riverside | Riverside, CA | 2007-2009

Cerritos High School | Cerritos, CA | 2003-2007

The Book Shop - School for Ads

- Advertising - Copywriting Focus

LA Creative

- Advertising - Copywriting Focus

Upright Citizens Brigade - Improv Comedy

- Improvisational Acting