



# STEPHEN SMITH

## SENIOR COPYWRITER


*Writing is an art. Finding the exact word to invoke an image, a turn of phrase to capture an emotion, or crafting a standout synopsis to generate audience excitement is a skill similar to sculpting or composing a symphony. Sculptors mold clay, composers arrange notes, and writers assemble words.*

*There's nothing I love more than crafting a story. It's like creating a gateway into another world and enticing an audience to enter and experience everything that world has to offer. It's an exciting, challenging, and rewarding task, and I want nothing more than to build a long, successful career writing stories that will inspire and thrill audiences the world over.*

*As an award-winning screenwriter and author, getting excited about stories is second nature to me. As a copywriter, selling stories and engaging audiences is a natural extension. I'd love to bring my skill and enthusiasm to help you share your story with the world.*

*Thank you for your time and consideration.*

## CONTACT ME

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## WORK EXPERIENCE

**Los Angeles, CA  
& Milwaukee, WI**  
2005 - Present

### Freelance Copywriter

*Twentieth-Century Fox, Warner Bros., Sony Pictures, Lionsgate Films, Shout Factory, A/V Squad, Mingadigm*

Write promotional copy for 200+ DVD/Bluray packages and marketing materials. Concept broadcast spot pitches and scripts. Assign DVD chapter titles and select screen grabs for menus. Create / pitch corporate rebranding concepts.

**Menomonee Falls, WI**  
2013 - Present

### Senior Copywriter, Category/Brand Marketing

Concept omnichannel seasonal and promotional campaigns. Mentor copywriters and assist them as needed. Generate creative concepts to win new national brand partnerships such as Marvel, Disney, Nike and Puma. Sole writer for in-store graphics in 1200+ retail locations.

**Menomonee Falls, WI**  
2010 - 2013

### Copywriter, Category/Brand Marketing

Wrote promotional copy for all media. Worked closely with design and strategy partners to execute projects from concept to final product. Defined brand voice of Kohl's and all private labels under Kohl's umbrella.

**Beverly Hills, CA**  
2007 - 2008

### New Line Home Entertainment

*Copywriter/Proofreader, Marketing*

Sole staff writer for entire slate of DVD and Bluray releases. Conceptualized new campaigns. Reviewed agency broadcast spots. Proofread all print materials.

**Santa Monica, CA**  
2004 - 2005

### Metro-Goldwyn-Mayer Home Entertainment

*Editorial Assistant, Marketing*

Supported three copy managers. Wrote marketing copy and executed routing changes on packaging and ad materials. Managed relationships with freelance writers.



## EDUCATION

**Santa Monica, CA**  
2008 - 2010

### Writers Boot Camp

*2-year Writing Program*

Studied W.B.C. screenwriting method, utilizing dozens of writing and story development tools

**Los Angeles, CA**  
2003 - 2004

### University of California, Los Angeles (UCLA)

*Professional Program, Screenwriting*

Studied writing for the screen under M.F.A. faculty

**Madison, WI**  
1999 - 2003

### University of Wisconsin - Madison

*Bachelor of Art, English (Creative Writing Emphasis)*

G.P.A. 3.49/4.0

Dean's List Spring 1999, Fall/Spring 2002



## SKILL

Highly Creative

Strategic & Conceptual Thinker

Detail Oriented

Strong Communicator

Team Leader/Team Player

Highly Organized

Self-Motivated

Strong Proofreader

Efficient Multi-Tasker

Mac & PC Proficient

Adobe Photoshop & InDesign

M.S. Office Suite