

Steven Kerneklian stevenkemail@gmail.com 845-537-9055

Accomplished Copywriter, Creative Director and Content Developer who creates authentic connections between brands and fans on social/digital, email and web channels.

SKILLS

- Copywriting
- Content Development
- Social Media Marketing
- Influencer Marketing
- Digital/Email Marketing
- Sales Enablement

EDUCATION

- MA Writing; Manhattanville College, Purchase, NY; May 2001
- BA English; Creative Writing; University of Maryland, Baltimore, MD; August 1994

CLIENT EXPERIENCE

- Michelob ULTRA Organic Seltzer
- Bud Light Seltzer
- Coors Seltzer
- Smartwater
- Starbucks
- Mondelez/NABISCO Snacks
- Kraft Foods
- Kellogg's and more

SOFTWARE

- MS Office
- Adobe PS, ID, AI, Acrobat
- MailerLite
- SimpleTexting
- WorkFront
- Asana

EXPERIENCE

Creative Director, Content Producer **Ripple Street, Pleasantville, NY**

2010 – present

- Oversee content development across web/digital channels that connect brands with fans at home for our clients.
- Work with Community, Marketing, Sales and Client Success Teams to ensure that client KPIs/goals are met for each program.
- Produce landing pages, product pages, UGC engagement tactics, social media content, email and SMS concepts to support client programs.
- Develop social ads on Facebook and Instagram that increase conversions and engagement across all events on our site.
- Conceptualize posting sequences on Facebook, Twitter, Instagram and TikTok to drive engagement for client products on Ripple Street event sites.
- Support product development initiatives – creating new products for the organization such as Chatterbox, a product that has become an industry leader for social sampling.

Senior Copywriter

Bank of America, Wilmington, DE

2008 – 2010

- Concept development and copy for direct mail and interactive campaigns for Mercedes Benz, NASCAR, NFL, MLB and World Wildlife Fund among others in a variety of creative pursuits.

Copywriter

EastWest Marketing Group, NY, NY

2004 – 2008

- Print, interactive, radio, video and experiential marketing creative for American Express, Sands Corporation, Kraft Foods, Reckitt Benckiser, Howard Johnson and Travelodge.