

# Steven Porrello

1009 Spain Avenue, Apt 3  
Nashville, TN 37216

steven@kelseyads.com  
(770)-722-1317

<https://sapwrites.journoportfolio.com>

## Copywriter

*“Helping Brands Write Their Stories”*

### Performance Profile

A passionate writer known to uphold high standards of editorial excellence. The “go-to” creative for brainstorming and collaborative work. Experienced in producing written content in multiple forms, including, but not limited to, blog articles, eBooks, social media campaigns, landing pages, and website copy. Seasoned traveler with 3+ years of global engagement.

### Professional Skills

Writing	Time Management	Collaboration
Editing	Decision Making	Client Relations
Eagle-Eyed for Details	Project Management	Encouraging Others
Business Blogging	Global Engagement	Listening
Keyword Research	Creative Brainstorming	Conflict Resolution
SEO	Problem Solving	Content Marketing

### Computer Skills

Word	Pages	Google AdWords
Excel	Numbers	Keyword Tracker
PowerPoint	Keynotes	Google Docs
SEO Power Sweep	Google Keyword Planner	WordPress

### Professional Writing Experience

**Localmark**, LaGrange, GA

*Sept. 2013 — Sept. 2015*

**Starting Role: Intern**

**End Role: Content Specialist**

*A B2B platform that helps franchisors hire new employees and franchisees market locally.*

- Founded Localmark’s blog and authored 72 original B2B articles that brought in 14,600 + page views within the first year.
- Grew website users from < 50 to 7,500+.
- Crafted Localmark’s landing pages and worked with senior graphic designers to create brand consistent graphics and designs.
- Conducted weekly meetings with Localmark’s founders to analyze Localmark’s digital content reach.

**Kelsey Advertising & Designs**, LaGrange, GA

*Sept. 2013 — Sept. 2015*

**Copywriter**

*A digital marketing agency that creates brand identities and online presences for local businesses.*

- Authored 22 blog articles, 20 e-blasts, landing page copy for 7 clients, and 10 press releases for 2 clients.
- Collaborated with graphic designers and account manager to execute email marketing campaign that

drove an average of 2000+ new users to Kelsey website per e-blast.

- Participated in brand-name brainstorming and made creative contributions, such as Sweetland Amphitheater, that met clients' approval.
- Collaborated with graphic designers, brand strategists, and account managers to create 5 infographics, 10+ brand logos, and 2 eBooks.
- Maintained a detailed editorial calendar and met all deadlines.
- Selected to train three copywriting interns in best SEO practices, business blogging, and keyword research.

**The Hilltop News**, LaGrange, GA

Jan. 2012 — Dec. 2013

**Editor-in-Chief**

- Successfully rallied an editorial staff of 5 and a general staff of 25 around the new mission of the *Hilltop News*: to fight student apathy.
- Orchestrated the design and creation of the 150-year-old newspaper's first website.
- Reduced printing costs by 55% by publishing 80% of articles online rather than in print.
- Collaborated with local city newspaper and worked out business agreement to use their press.
- Launched first-ever "themed" print issue called "Inside Voices," an issue that celebrated the lives of the college's faculty and staff.
- Published 10 online issues and 2 print issues as editor-in-chief.
- Authored 15+ articles, including profiles, features, campus news, and editorials.

**L'abri Fellowship International**, Huémoz-sur-Ollon, Switzerland

May. 2012 — July 2012

**Intern, Assistant Editor**

- Played key role in the editing of Dr. Gregory J. Laughery's nonfiction books, *Living Reflections: Theology, Philosophy, and Hermeneutics*; *Living Spiritual Rhythms: Book II*; and *Paul Ricoeur & Living Hermeneutics*.
- Collaborated with author and graphic designers to place text in Adobe InDesign.

## Education & Honors

**LaGrange College**, LaGrange, GA

May 17, 2014

**Bachelor of Arts** Majors: (1) English Literature & Composition; (2) Religion & Philosophy

**G.P.A.:** 3.99 *Summa Cum Laude*

- Literary Excellence Award (2013 & 2014).
- J. Murrell Award for Excellence in Poetry.
- William B. Jones for Excellence in Religious Studies.
- John Hines, Jr. Undergraduate Research Award for Performance and Creative Project (2013 & 2014).

## Management & Leadership Experience

**S. & S. Ace Hardware and Mower**, Buford, GA

Sept. 2016 — Aug. 2017

**Parts Manager**

- Designed a new sorting system for parts inventory that reduced time spent looking for parts.
- Reduced parts inventory by 45% and boosted part sales by 25%.
- Conducted analyses of parts to determine which stock parts were needed the most and which were nonfunctioning assets.
- Removed stock items that were older than 10 years and auctioned them online.

**LaGrange College**, LaGrange, GA

Aug. 2012 — May 2014

**Senior Residential Advisor**

- Advised, mentored, and counseled a hall of 160 residents and 5 residential advisors.
- Created and conducted the first ever campus haunted house with 60% of student body in attendance.

- Offered free tutoring in writing.
- Wrote detailed incident reports praised by supervisors as engaging and informative.

## Volunteer & Travel

### Workaway / WWOOF

*Jan. 2015 — Aug 2016*

#### Volunteer Carpenter and Writer

- Volunteered for 25+ organizations on 4 continents in 20 countries.
- Wrote a guidebook on Langkawi, Malaysia for an Airbnb.
- Collaborated with Icelandic artist Michelle Bird to write and design a children's version of Egil's Saga.
- Acted as senior photographer during a BMW fashion show in New Delhi.
- Worked 5 to 8 hours per day in exchange for three meals and accommodation.

## Presentations

### LaGrange College, LaGrange, Georgia

*Feb. 22, 2017*

#### "The Call to Travel"

Re-invited by LaGrange College to speak to the LC freshman class of 2021, exhorting them to volunteer and work abroad.

### LaGrange College, LaGrange, Georgia

*Nov. 16, 2016*

#### "Workaway: A Work-Abroad Adventure"

Invited by LaGrange College to exhort students to find their vocation through nontraditional means, such as traveling and working abroad.

## Short Films

### *[Roam]*

#### Director and Screenwriter

*Short film based on the creative, collaborative lives of Lord Byron, John Keats, and Percy Bysshe Shelley. Winner of the 2014 LaGrange Short Film Competition.*

### *[Post]*

#### Co-Director and Screenwriter

*Short film written in the absurd, yet eloquent, style of Samuel Beckett. A coming-of-age story of which the nameless character recedes rather than advances in maturity. Winner of the 2013 LaGrange Short Film Competition.*

## Foreign Languages

Fluent in English and Italian.  
Advanced Conversational and Written Spanish.

*Superior References Available.*