

# STEVEN SAFTIG

BRAND STRATEGY / COMMUNICATIONS / AI INNOVATION

## CONTACT

✉ stevensaftig@gmail.com

🏠 Portland, Oregon

in stevensaftig

## RÉSUMÉ SUMMARY

AI-fluent brand leader bridging tech and culture through 15+ years of success at companies including Apple, Sonos, and RuPaul's RuCo. Proven track record driving brand growth, audience engagement, and creative excellence across communications, digital marketing, and partnerships. Skilled at translating complex ideas into clear, engaging narratives and leading cross-functional teams in bringing bold brand ideas to life. Early adopter of AI marketing tools, currently enrolled in Stanford's Generative AI Program to deepen strategic and creative impact.

## EDUCATION

### UNIVERSITY OF NOTRE DAME

Notre Dame, Indiana  
Bachelor of Arts, English

### STANFORD UNIVERSITY

Generative AI: Technology,  
Business, and Society Program  
(In Progress. Completion August  
2025)

## SKILLS

AI-Enhanced Marketing &  
Communications Strategy

Brand Storytelling & Positioning

Digital Marketing & Analytics

Creative Direction & Team  
Leadership

Strategic Partnerships & Growth

Writing, Editing, & Content  
Creation

## WORK EXPERIENCE

### SELECTED CLIENTS AND PROJECTS

Strategic Marketing Consultant | 2020 - PRESENT

Collaborated with a range of high-profile clients to shape brand strategies, marketing messaging, and content.

- **Apple** – Wrote and edited executive communications for high-visibility initiatives, including press announcements and interviews, impacting global campaigns
- **Goodmellow Beverage Company** – Led development of AI-integrated brand voice and product copy for new beverage line, accelerating time to market
- **DemaLaw** – Created SEO-optimized web and marketing content for environmental law firm using tools like ChatGPT and Claude to improve accuracy and efficiency

### RUCO

Marketing Director | 2023 - 2025

Led marketing, branding, partnerships, and communications initiatives alongside RuCo's CEO: RuPaul.

- Increased RuPaul's social media following by 43%, music sales by 35%, and online merchandise sales by 1367% in one year
- Spearheaded strategic collaborations with Pinterest, Bugatti, Mattel, and Creative Artists Agency (CAA), increasing brand exposure by 30%

### SONOS

Senior Manager, Brand Marketing | 2017 - 2022

Led creative strategy for Sonos's editorial channels, shaping the brand narrative for product launches, partnerships, and other key company milestones.

- Drove a 100% increase in sales attributed to email campaigns within one year
- Pioneered a fresh brand voice that gained recognition from media outlets including *The Verge*

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## PORTFOLIO

stevensaftig.com

## WORK EXPERIENCE CONTINUED

### METROPOLITAN GROUP

Senior Director | 2015 - 2017

Directed communications and social media strategy at a top social change agency.

- Increased applications by 35% for two Robert Wood Johnson Foundation leadership programs with targeted campaigns
- Generated 24M impressions across 74 countries for the Folger Shakespeare Library through a groundbreaking partnership with Apple

### APPLE

Manager, Marketing and Strategic Partnerships | 2007 - 2013

Led iTunes's long-term strategic partnerships with Nike, Starbucks, and Live Nation, shaping multi-year initiatives that elevated Apple's cultural footprint and influenced both consumer-facing campaigns and internal priorities.

- Designed and implemented a rapid-response charitable giving model, raising \$20M+ for global disaster relief efforts, including Haiti earthquake and Japan tsunami
- Spearheaded high-impact promotional campaigns including iTunes's groundbreaking partnership with New York Fashion Week, a milestone Country Music Television video premiere that marked the platform's first major move into country music, and the international expansion of *The Voice* to Australia
- Championed Apple's early social media content initiatives, crafting culturally resonant messaging that strengthened iTunes's position as a global entertainment leader

### DREAMWORKS SKG

National Promotions Manager | 2003 - 2006

Managed national and international promotional campaigns for major animated and live-action film releases.

- Oversaw strategic partnerships with global brands including McDonald's, Kellogg's, and Coca-Cola, ensuring legal compliance and creative alignment across all assets
- Produced custom-animated TV spots for key alliance partners including HP and Walmart, managing budgets, celebrity talent, and cross-functional approvals
- Initiated and standardized the international TV spot approval process for 20+ countries by introducing clear guidelines and project tracking tools

### ENDEAVOR

Intern | 2002

Supported Adam Sandler's legal team, gaining exposure to entertainment law and media production processes.