

# STEVEN SAFTIG

CREATIVE DIRECTION / EDITORIAL / COPYWRITING

## CONTACT

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🏠 Los Angeles, CA

in [stevensaftig](#)

## RÉSUMÉ SUMMARY

I am a driven and passionate creative leader with more than 15 years of in-house and agency success. I leverage my unique background in both marketing and creative roles to craft copy, content, and editorial strategies that enable brands to authentically connect with their audience. Instrumental in developing integrated marketing campaigns with global brands such as Apple, Sonos, and DreamWorks. I recently spent several months traveling throughout Europe and wrote about my experience on a widely read travel blog at [tasteforwords.com](#).

## EDUCATION

### UNIVERSITY OF NOTRE DAME

Notre Dame, Indiana  
Bachelor of Arts, English

## PORTFOLIO

[stevensaftig.com](#)

## SKILLS

Writing & Editing

Editorial Strategy

Creative Direction

Storytelling

Team Leadership

International Communication

Brand Building

## RELEVANT EXPERIENCE

### RUCO

Associate Creative Director | 2023 - PRESENT

Served as RuCo's senior creative lead, working alongside RuPaul in the creation and development of all merchandise, branding, marketing, and communications initiatives.

- Increased RuPaul's music sales 35% and online merchandise sales 1367% in five months

### SONOS

Global Head of Editorial | 2017 - 2022

Set creative strategy for Sonos's editorial channels by identifying the brand's narrative approach to new product launches, partnerships, feature updates, diversity efforts, and other major company initiatives worldwide.

- Increased sales attributed to email outreach by 2X in less than one year
- Grew Instagram followers 26% and increased engagement 330% in six months
- Developed a fresh creative voice for the editorial department resulting in media praise from outlets including *The Verge*

### APPLE

Marketing and Strategic Partnerships Manager | 2007 - 2013

Oversaw all music partnerships for iTunes, including the creative development process with strategic partners Starbucks, Nike, Live Nation, and Disney. Developed and owned iTunes's charitable giving strategy.

- Researched, wrote, and edited Apple's social media posts for several high-profile initiatives
- Raised \$20M+ for a variety of crucial causes by designing and implementing a streamlined process for iTunes to swiftly execute projects for charity