

STEVEN SAFTIG

CREATIVE DIRECTION / COPYWRITING / EDITORIAL

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. Willing to relocate with a desire to work in-office.

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

WORK EXPERIENCE

RUCO

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 six months
- Led the creative development of a custom collection of RuPaul-branded luggage with Bugatti

TRAVEL SABBATICAL

Traveler, Blogger, Human | 2022

Fulfilled lifelong dream of backpacking through Europe for several months. Highlights included hiking an active volcano in Sicily, perfecting my pasta during a month-long cooking course in Florence, and—after studying Italian for more than a year—seizing every opportunity to deeply connect with Italians in their own language.

- Documented my experiences on a travel blog at TasteForWords.com

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*

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INTERESTS

Travel
Tech
Fashion
Classic Film
Yoga
Meditation
Wellness

WORK EXPERIENCE CONTINUED

METROPOLITAN GROUP

Senior Director | 2015 - 2017

Served as a senior communications leader at one of the country's foremost social change agencies, focused on public health, equity, environment, and sustainability.

- Developed detailed communications plans and social media strategies for two Robert Wood Johnson Foundation leadership programs, resulting in increases between 20% and 35% for new applicants to the programs

RIGHT ANGLE ADVERTISING

Copywriter | 2014

Generated compelling and persuasive copy as the lead copywriter for Right Angle, an esteemed advertising and branding agency.

- Wrote copy for ads, billboards, scripts, brochures, websites, social media posts, and press releases for a diverse roster of clients

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

DREAMWORKS SKG

National Promotions Manager | 2003 - 2006

Drove the creative execution of promotional campaigns with long-term alliance partners by collaborating with the Creative Director and Head of National Promotions.

- Wrote and presented pitches for in-development films, including an audience of more than 2,000 people
- Produced seven custom-animated TV spots for HP, Walmart, and others

ENDEAVOR

Intern | 2002

Selected as one of six summer interns for one of Hollywood's most prestigious talent agencies.