

STEPHANIE (LIVERANI) STARR
CREATIVE STRATEGY | BRAND POSITIONING | WRITING + EDITING |
COMMUNICATIONS

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HOW I DELIVER

I'm a highly skilled specialist who knows how to navigate complex compliance landscapes (finance, insurance, healthcare, education) without sacrificing creative impact. With almost two decades of expertise in original content creation, brand and creative strategy, product positioning, communications/marketing, and concept pitching, I know what it takes to bring content to life through any phase of the creative process. I help businesses, brands, and individuals across industries and disciplines tell compelling stories that resonate.

BRINGING 17+ YEARS OF EXPERTISE

SENIOR BRAND STRATEGIST

PARTNER IN PUBLISHING | MAY–NOV 2025

I worked with our EdTech clients to deeply understand the real challenges their products and services solve. By showcasing their technologies, I developed compelling narratives and strategic product positioning that resonated with their core audiences. Designing and executing marketing strategies from start to finish, I enhanced client reputation while emphasizing the importance of storytelling and building genuine connections across touchpoints.

CREATIVE STRATEGY LEAD + ASSOCIATE CREATIVE DIRECTOR

PROTECTIVE | MARCH 2022–MAY 2025

I directed media and creative strategy and led a cross-functional team to execute high-value marketing initiatives. I was charged with securing stakeholder alignment for business-critical campaigns for Protective's flagship variable annuity product, Protective Aspirations, building the creative strategy, and seeing it through tactical execution. Our work consistently contributed to increased sales year over year.

SENIOR BRAND + CONTENT WRITER

LEESA SLEEP | MAY 2021–MARCH 2022

Working with our small, in-house creative team, I helped express the brand across all digital and print channels. Shortly after joining Leesa, I worked to refine the brand voice, managed outside agencies to ensure brand consistency, and crafted short-and long-form content that reinforced the brand's mission.

SENIOR BRAND COPYWRITER

ABBOTT NUTRITION | FEB 2020–MAY 2021

I owned the consumer content engine that helped deliver omni-channel campaigns for global nutrition brands like Similac and PediaSure. This included developing the content and creative

strategy for paid and organic social assets that drove brand consistency across multiple channels and markets.

SENIOR CREATIVE COPYWRITER

ALLIANCE DATA | NOV 2016–FEB 2020

I created content for print ads, scripts for videos/motion graphics, and concepts/themes for marketing campaigns and events. I also provided editorial guidance for white papers, reports, and articles. Additionally, I helped develop and implement standards for brand voice and created style guidelines for internal and external use.

ASSOCIATE EDITOR + COMMUNICATIONS SPECIALIST

THE AMERICAN CERAMIC SOCIETY | MAY 2015–NOV 2016

I helped acquire, write, and edit content for the organization's print and online publications. I wrote daily for the materials science industry-focused blog (more than 200+ articles), Ceramic Tech Today, and helped manage the development and production of the organization's monthly magazine. I also planned/scripted, shot, and edited video content and photographed events, meetings, and trade shows.

MARKETING + COMMUNICATIONS SPECIALIST

BAESMAN GROUP | SEPT 2014–MAY 2015

I strategized the company's website redesign, including web copy development and overseeing related video and photo shoots. I also managed marketing campaigns, working closely with executive leadership and the creative team to conceptualize, develop, and deploy. Social media management and regular blog writing were also critical parts of my role.

SENIOR COMMUNICATIONS COORDINATOR

APPRAISAL INSTITUTE | MARCH 2011–SEPT 2014

I led the video production process, including script writing, storyboarding, set design, lighting/audio, and interviewing on-screen talent. I also owned the peer review process for the organization's academic journal and shepherded every issue from article acquisition through publication. Additionally, I helped execute the organization's external communications strategy, including social media management, press release writing and distribution, and assisted with media training for executive leadership.

EDITORIAL COORDINATOR

RAINBOW CREATIVE CONCEPTS | SEPT 2008–MARCH 2011

I helped edit, write, and proofread manuscripts for client projects in the educational publishing space. I also helped prepare and format manuscripts for layout and production. Additionally, I was responsible for tracking manuscripts from the editorial development phase through publication.

VERSATILE SKILLSET

- Content strategy and storytelling
- Communications strategy and planning
- Brand identity and positioning development
- Art direction
- AI-powered market research and analysis
- Project management
- Writing and copyediting

- Publishing
 - Video storyboarding and editing
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COLLABORATIVE WORK STYLE

- Clear communicator
 - Swiftly adaptable
 - Strategic problem solver
 - Creative thinker
 - Efficient and deadline-driven
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EDUCATION + CERTIFICATIONS

- Bachelor of Fine Arts, Creative Writing, Bowling Green State University (2003-2007)
 - Professional Certification in Editing, University of Chicago Graham School (2009-2010)
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REFERENCES

Provided on request