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STEPHANIE LIVERANI

WRITING & EDITING
CONTENT STRATEGY
BRAND IDENTITY
STORYTELLING

CONTACT

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PROFILE

Writer, strategic thinker, problem solver, and true collaborator. With expertise in original content creation, brand strategy, and visual media, 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 in the most resonant way.

EXPERIENCE

CREATIVE STRATEGY LEAD

PROTECTIVE | MARCH 2022 - PRESENT

I help our Media and Creative Services team lead the development of key marketing initiatives. By bringing creative storytelling skills to the table, I work closely with my partners across the organization to transform concepts into creative campaign solutions that are insightful, relevant, innovative, and effective.

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

WHITESPACE/ABBOTT | FEB 2020 - MAY 2021

I created consumer-facing content for various marketing campaigns and brand initiatives. This includes social media (both paid and organic), emails, website/e-commerce, online videos and advertisements, print/packaging, and more conceptual brand identity work.

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, *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 helped strategize the company's website redesign, including web copy development and overseeing related video and photo shoots. I also helped manage 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.

EXPERIENCE CONTINUED

SENIOR COMMUNICATIONS COORDINATOR

APPRAISAL INSTITUTE | MARCH 2011 - SEPT 2014

I managed 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.

TECHNICAL EXPERTISE

- Writing and editing
- Publishing
- Video editing
- Content strategy and storytelling
- Brand identity work

WORK STYLE

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

EDUCATION & CERTIFICATIONS

BACHELOR OF FINE ARTS, MAJOR IN CREATIVE WRITING

BOWLING GREEN STATE UNIVERSITY | 2003 - 2007

PROFESSIONAL CERTIFICATION IN EDITING

UNIVERSITY OF CHICAGO GRAHAM SCHOOL | 2009 - 2010