



# STEPHEN LINTNER

COPYWRITER

## CONTACT

✉ [stephen.lintner@gmail.com](mailto:stephen.lintner@gmail.com)  
☎ (404) 277-0190  
🏠 1703 Defoor Avenue  
Atlanta, GA 30318  
🌐 [www.stephentlintner.com](http://www.stephentlintner.com)

## EDUCATION

The Creative Circus  
Copywriting, 2018  
  
Furman University  
B.A. in English, 2011

## CLIENTS

Popeyes  
Pizza Hut  
Dodge  
Procter & Gamble  
Delta Air Lines  
Orkin Pest Control  
Atlanta Braves  
Piedmont Healthcare  
First Data (Fiserv)

## AWARDS

The One Show  
Silver Pencil x1  
Bronze Pencil x3

AdAge Creativity Awards  
Launch of the Year  
Tiny But Mighty

ADC Awards  
Gold: Craft in Writing / Online / Social - Single  
Silver: Social Media / Twitter  
Bronze: Integrated / Digital

Webby Awards  
Winner: Social, Food & Drink (Video)

Shorty Awards  
Gold, Audience Honor: Best in Food & Beverage  
Gold: Best in Real-Time Response  
Winner: Best in Restaurants

## EXPERIENCE

### Senior Copywriter

GSD&M | 2019 – Present

- Concepted and executed content across all major brand channels (broadcast, digital, radio, paid and organic social) for Popeyes, Dodge, and Pizza Hut. Worked with producers and studio teams to bring ideas to life.
- Wrote the tweets that made the Popeyes Chicken Sandwich internet famous.

*RESULTS: 22 billion (with a B) media impressions, \$220 million in ad value, and a 34% increase in same-store sales for Q4 2019*

### Freelance Copywriter

Self Employed | 2017 – 2019

- Drafted copy for various website launches, digital campaigns and learning programs, including:
  - [Al Brown Company](#), a South Georgia-based real estate firm
  - [HellaStorm](#), an edge computing hardware developer
  - Procter & Gamble's Ignite Hub, an internal digital fluency program for employees

### Copywriter & Project Manager

Jackson Spalding | 2012 - 2017

- Oversaw content development and strategic direction for the Orkin Commercial Services website redesign. Led Orkin's B2B content marketing efforts, through the generation of e-books, listicles, infographics, etc.

*RESULTS: Drove an 11% increase in customer acquisition and a 12% increase in new leads; helped Orkin become the #1 B2B pest control company for awareness, consideration, and preference*

- Helped announce the highly-anticipated partnership between Delta Air Lines and Airbnb. Drafted hundreds (if not thousands) of emails and web pages for Delta's routine fare sale campaigns.

*RESULTS: 200+ million email impressions and 2.1 million total website visits in three years*

### Digital Copywriter

Rosemont Media | 2011 - 2012

- Managed content calendars and drafted web copy for clients in the elective healthcare industry.
- Tracked search performance and optimized content based on SEO analysis.

## EXPERTISE

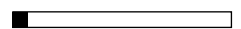
COPYWRITING



DIGITAL/WEB WRITING



HANDWRITING



COLLABORATION



PROJECT MANAGEMENT



STRATEGIC THINKING



BOUNCING BACK FROM DEVASTATING ATLANTA SPORTS LOSSES



CREATING GRAPHIC REPRESENTATIONS OF IMPRECISE DATA POINTS

