



STEPHEN LINTNER

COPYWRITER

CONTACT

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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 | Austin, TX | 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 | Atlanta, GA | 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 | Atlanta, GA | 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 | San Diego, CA | 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

