

STEPHEN LINTNER

CREATIVE DIRECTOR

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ABOUT ME

Hey there 🙋 I'm an award-winning, empathy-led, Creative Director.

I hate talking about myself, but I love talking about the brands I've worked with and the business problems we've solved together. Want to learn more? Let's chat!

EDUCATION

The Creative Circus
Copywriting, 2018

Furman University
B.A. in English, 2011

AWARDS & RECOGNITION

Cannes Lions
The One Show
Effie Awards
ADC
Clios
AdAge Creativity
Webby
Shorty
AICP Awards

EXPERTISE

COPYWRITING



HANDWRITING



CREATIVE THINKING



STRATEGIC THINKING



LEADERSHIP



COLLABORATION



EXPERIENCE

Creative Director

Fitzco | 2021 – Present

HIGHLIGHTS

Served as lead creative across several high priority clients, managing a team of copywriters, art directors, designers and content creators to develop creative for 360-degree campaigns, branded activations, and more.

Spearheaded implementation of several new agency processes including a proprietary system for evaluating the effectiveness of creative work and a standards-based model for annual performance reviews.

CLIENTS

Glanbia Performance Nutrition, think!, Welch's, SYLVANIA, Southern Company, Camp Sunshine, Checkers & Rally's, French's, Shipt, MedExpress

Senior Copywriter

GSD&M | 2019 – 2021

HIGHLIGHTS

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.

CLIENTS

Pizza Hut, Popeyes, FCA Dodge, Food Lion, Avocados From Mexico

Freelance Copywriter

Self Employed | 2017 – 2019

HIGHLIGHTS

Drafted copy for various website launches, digital campaigns and learning programs. Developed a new brand identity and tagline for the University of Tennessee Chattanooga's Rollins College of Business.

CLIENTS

Delta Air Lines, Fiserv, P&G, Big Green Egg, UTC Rollins College of Business, Tiffin Motorhomes, Piedmont Healthcare, The American Cancer Society

Copywriter

Jackson Spalding | 2012 - 2017

HIGHLIGHTS

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.

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.

CLIENTS

Orkin Pest Control, Delta Air Lines, Atlanta Braves, Federal Home Loan Bank

Digital Copywriter

Rosemont Media | 2011 – 2012

HIGHLIGHTS

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