# STEPHEN LINTNER

COPYWRITER


## CONTACT

stephen.lintner@gmail.com

(404) 277-0190

8922 Menchaca Road, Unit 302
Austin, TX 78748

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

### **Copywriter** *(2019 – Present)*

GSD&M | Austin, TX

- 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** *(2017 – 2019)*

Self Employed | Atlanta, GA

- 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** *(2012 – 2017)*

Jackson Spalding | Atlanta, GA

- 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** *(2011 – 2012)*

Rosemont Media | San Diego, CA

- 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