

Steven Cramer

Seasoned wordsmith seeking opportunities to work with creative and innovative teams. **Open to freelance, contract, or full-time work.**

Copywriter/Content Manager, OtherLevels

Fully Remote

07/2022 -Current

- Oversaw process of designing, creating, and implementing microcopy strategy for app push, UX, and website text.
- Built and managed complex message sets for domestic and international clients.
- Worked with sales team to shape and amplify brand voice.

Freelance Copywriter

Fully Remote

04/2015 -Current

- Created on-demand written content for clients ranging from sole proprietors to multinational corporations
- Experience creating UX copy, eBooks, sales comparisons, direct response content, email newsletters, and much more.
- Worked with clients in short- and long-term partnerships.

Content Manager, Spruce Technology

Fully Remote

12/2021- 06/2022

- Created customized marketing collateral for all staff teams.
- Worked directly with Marketing Director to shape brand voice.
- Produced copy for UX/UI, sales, socials, and technical initiatives.

Staff Copywriter, EPM Consults

Fully Remote

5/2019- 11/2020

- Oversaw all copywriting for internal team and freelancers.
- Created in-depth plans to revitalize client's copy strategy.
- Integrated with SEO and UX teams on multilayered endeavors.

Accomplishments

- Undergraduate Teaching Assistant, Pitt Communications Department.
- Inducted into Pitt LPH Communications Honor Society
- Brian Rubin Award for Outstanding Brotherhood and Leadership, issued by the Zeta Beta Tau Fraternity, Beta Phi Chapter

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Skills

- Copywriting & Content Management
- Web/App Push Copy Strategy
- Rhetorical Analysis & Optimization
- UX/UI Copywriting
- Blog Development and Management
- Niche Copy Ideation and Creation

Education

Friends Select School

Philadelphia, PA

University of Pittsburgh

Main Campus, Pittsburgh, PA

Bachelor of Arts:

Major: Communications and Rhetoric
Minors: American Politics and English Writing

Udemy Certificates:

Introduction to UX Writing, UX Strategy and Fundamentals, Accessible UX Writing