

# STEVEN CRAMER

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Philadelphia, PA 19128 • 215 630 3345 • steven@hirestevencramer.com

## Professional Summary

Flexible copywriter ready to take on varied and diverse writing projects. Skilled at developing compelling copy for niche projects as well as larger campaigns. Experienced in cross-collaboration and managing projects spanning multiple teams.

## Skills

- Copywriting & Content Management
- Product-Specific Writing
- Web/App Push Copy Strategy
- UX/UI Copywriting
- Blog Development and Management
- Editing and Proofreading
- Short-form content
- Project Planning
- Niche Copy Ideation and Creation
- Team Leadership

## Work History

**Copywriter**, 07/2022 to Current

**OtherLevels Limited-** Brisbane, AUS (Remote)

- Directly managed and created customized app push message set deliverables for domestic and international casino and sports book clients.
- Oversaw the design, creation, and implementation of microcopy strategy for UX, in-app messaging, and website text.
- Reviewed and edited outgoing pitch decks, presentations, and client-facing material.

**Content Manager**, 12/2021 to 06/2022

**Spruce Technology** – Clifton, NJ (Hybrid)

- Produced copy for UX/UI, sales, and social media, increasing publication output by 50%.
- Developed a comprehensive content calendar and managed client outreach schedules.
- Managed relationships with all freelancers and contractors.

**Staff Copywriter**, 05/2019 to 11/2020

**EPM Consults** – Philadelphia, PA (Remote)

- Wrote and edited all outgoing copy for clients.
- Integrated with SEO and UX teams and managed joint projects.
- Edited and proofread drafts of articles and other documents.

**Varsity/MS Baseball Coach**, 11/2019 to Current

**Friends Select School** – Philadelphia, PA

- Ran the Middle School baseball program and served as a bench coach for Varsity baseball, overseeing as many as thirty children at once.
- Directly managed two coaching staff members, setting practice plans and standards for two Middle School teams.
- Served as a mentor to student-athletes, increasing Middle School player participation by 125% over three seasons.

## Education

**University of Pittsburgh** - Pittsburgh, PA

B.A. in Communications with Minors in American Politics and English Writing

- Honors: Lambda Pi Eta Communications Honor Society, 9/2017 (3.78 GPA)
- Extracurricular Activities: Communications Department Teaching Assistant, Interfraternity Council, Pitt Squash Club
- Zeta Beta Tau: Executive Board Member, Standards Board Member, Greek Week Captain, Brotherhood Director, ZBT Beta Phi Brother of the Year Award

## Certifications

- Introduction to UX Writing
- Accessible UX Writing
- Pennsylvania Real Estate Salesperson License