

STEVEN HARRISON

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I work to make audiences feel.

With roots in academia, a base in writing magazine features, and growing branches in creative marketing, I've been writing and editing DTC and narrative copy for years. Whether sales-forward newsletters, gaming content for thousands of paid subscribers, or worlds so compelling that people are always eager to see what comes next, I always connect with readers effectively.

EDUCATION

Texas A&M University
Aug 2013 – Dec 2017
BA in English Literature
Minor in Economics

SKILLS

Technical/hard skills

- Microsoft Office
- Adobe Suite
- Google Suite
- Klaviyo
- Copywriting
- Copy editing

Soft skills

- Communication
- Customer service
- Data analysis
- Marketing strategy
- Problem-solving
- Recruiting
- Servant leadership

CliftonStrengths

1. Ideation
2. Intellection
3. Adaptability
4. Restoration
5. Empathy

RELEVANT EXPERIENCE

Lead Copywriter | Many Worlds Tavern

Aug 2023 - Present

- Developed engaging newsletters that balanced design-forward promotions with informative customer-education blogs.
- Conceptualized and authored monthly “realms” to enhance subscription-based marketing strategies.
- Created unique fantasy/science-fiction characters monthly for digital TTRPG content, collaborating with independent artists.
- Edited and proofed all customer-facing language and copy for consistency, communication, and brand personality.

Staff Writer | H. E. B. Foundation

Mar 2022 - Feb 2023

- Led editorial process as primary writer and junior editor for quarterly magazine.
- Developed and pitched compelling story ideas to executive and communications teams.
- Crafted engaging email communications on behalf of executive team, ensuring clear and effective messaging in their voice.
- Designed organic social media content and online articles, increasing audience engagement, brand visibility, and communication of mission.

Operations Manager | Coffee Waves

Dec 2019 - Dec 2021

- Increased gross revenue by 11% through strategic operational improvements.
- Developed and implemented new processes for inventory management, budgeting, staffing, and sales.
- Collaborated with marketing manager to enhance digital strategy and communications, driving customer engagement through organic social content.
- Refined HR procedures to foster a positive workplace culture, including quarterly check-ins and employee education initiatives.

Communications Associate | H. E. B. Foundation

Aug 2018 - Sep 2019 (Contract)

- Developed engaging content for various platforms, including articles for magazines, websites, and newsletters.
- Spearheaded bi-weekly internal communications, enhancing employee engagement.