

STEPHEN MCDONALD

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CAREER SUMMARY

- ◆ Senior level writer with broad range of experience in online/offline marketing and creative brand development.
- ◆ Experience working in ad agencies, large corporations, Associations or early stage companies.
- ◆ Highly effective at producing top quality creative content — on strategy, on time, on budget.

EXPERIENCE

FREELANCE , SAN FRANCISCO, CA, CHICAGO, IL – CURRENT POSITION

WRITER, EDITOR AND CREATIVE DIRECTOR

Responsibilities include development, writing, editing and creative management of TV commercials, print ads, radio spots, websites, industrial films, comic book publications and cable television productions.

Clients include: Organic, Bank of America, Cibo, Prosper.com, E-LOAN, CreditKarma.com, The Mortar Agency, Support.com, Comcast/XFINITY, Owners.com, MacSpeech, Paramount Productions, Austin Knight Advertising, American Lung Association, Communication Ink, Inc, Duncan/Channon Advertising, First Comics and many others.

THE WINE GUY UNPLUGGED (PILOT EPISODE), SONOMA, CA – CURRENT PROJECT

WRITER

The Wine Guy Unplugged is a TV Pilot currently being developed for the Food Network. Responsibilities include script development, wine industry research and marketing campaign writing, including: Website content, radio interview materials, print advertising and TV promotions.

ORGANIC, INC., SAN FRANCISCO, CA – CONTRACT POSITION 2008 — 2010

SENIOR COPYWRITER

Responsibilities included the development of the brand “voice” for Bank of America as it merged with Countrywide, as well as writing web content for their now re-launched corporate website.

Researched, wrote and edited web content for new homebuyer information tool. Distilled the technical and complex processes involved in purchasing a home into clear, everyday language.

Wrote scripts for the website’s voice over content and participated in the naming of Bank of America’s new homebuyer web tool, The Home Loan Guide.

Wrote web content for Bank of America’s Home Loan Assistance site. The site focused on helping homeowners’ in danger of losing their homes and acted as a hub of foreclosure information.

E-LOAN, INC, PLEASANTON, CA 2004 — 2007

DIRECTOR, CREATIVE SERVICES/SENIOR COPYWRITER

Responsibilities included all creative strategy development and production of every facet of B2C and B2B marketing: TV production (DRTV, branding campaigns), radio production, print advertising, website management, online banners, landing pages, and all internal/external marketing collateral.

Launched new branding campaign repositioning E-LOAN as Radically Simple to build upon the brand’s strengths. Translated new branding positioning into all materials and sales training.

E-LOAN, INC (CONTINUED)

Conducted complete website redesign to increase SEO and customer engagement. Produced several variations of every banner ad and landing page for side-by-side testing to optimize conversions.

Developed the website content and launched the marketing campaign for E-LOAN Savings. Generated over \$1billion in deposits within first 6 weeks.

Developed and launched RadicallySimple.com, the first corporate blog dedicated to the lending industry.

Managed production team of 7. Reported to the CMO.

SAN FRANCISCO CHRONICLE, SAN FRANCISCO, CA 2002 — 2004

COPYWRITER/EDITOR

Responsibilities included writing, design, content editing and publishing of The Chronicle's *Saturday New Homes*, a weekly advertorial section, and *Prestige Living*, a monthly magazine devoted to upscale real estate in the Bay Area.

Prestige Living was credited as one of the year's most successful projects, generating over \$2 million in revenue (Hearst 2003 Annual Report).

Managed production team of 4. Reported to the Creative Director and CMO.

CALIFORNIA STATE AUTOMOBILE ASSOCIATION, SAN FRANCISCO, CA 1997 — 2002

COPYWRITER/PRODUCER

Responsibilities included writing and editing of collateral, direct mail, print ads, newsletters, internal communications materials and ad copy for *VIA*, AAA's travel magazine.

Wrote and produced *AAA Weekend Travel Tips*, a weekly 60 second radio feature on KCBS.

EDUCATION

UNIVERSITY OF STEUBENVILLE, STEUBENVILLE, OH BA ENGLISH COMMUNICATIONS

UNIVERSITY OF WALES, SWANSEA, WALES, UK INTERNATIONAL COMMUNICATIONS
DRAMA/THEATRICAL ARTS

Judge: 2007 – Journal of Financial Advertising and Marketing Media Strategy Awards
2008 – Journal of Financial Advertising and Marketing Media Strategy Awards

Panelist: 2006 – Journal of Financial Advertising and Marketing — Santa Fe Summit

Articles: 2006 – Quoted in September 18th ADWeek article on “New online branding tactics”

Awards: 1998 – The American Advertising Federation's National ADDY Award for my work as Creative Director on the Teen Book Cover Project “Driving Under the Influence”

Personal: Transplanted Mid-Westerner. Married with three sons. Enjoy softball, bowling and a limited amount of golf. Movie fanatic and reformed comic book collector.