

# Steven Crane

Associate Creative Director / Senior Copywriter  
Atlanta, GA

## About me

**Writer of words; creator of cool concepts; developer of big ideas; pancake aficionado.**

What do fighter jets, tater tots, robotic brain surgery, and purple dinosaurs have in common?

I've written about all of them with joy, intrigue, and results. What can I write for you?

### What I give

Deep experience in traditional, interactive and specialized advertising. Exceptional strategic, conceptual and creative thinking ability. Strong project execution, presentation, teamwork and mentoring skills.

### What you get

Award-winning creative that engages, entertains and educates audiences, while meeting and exceeding strategic goals.

## A few of my other titles



Dad



Coach



Author



Volunteer



Foster  
Parent



Foundation  
President

## Contact info

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## Experience

### Brains of Steel

Owner/Principal Creative | 2001-Present

Develops concepts, copy and content strategy for projects in various media and across diverse industries

Clients: The Ritz-Carlton, Novation, Kellogg's, Arch Chemicals, Gypsum Management Supply

### Bernard Hodes Group

Senior Copywriter/Associate Creative Director | 12/06 - 04/19

Creative consultant | Ongoing

Led the creation of branding concepts and copy for clients nationwide

Provided thought leadership from concept development to content execution, in collaboration with account service and design colleagues, on projects of all size/scope

Mentored junior writers and other team members, teaching both big-picture industry dynamics and small nuances of the creative process

Clients: Discover, Duke University, FedEx, Goodrich, The Home Depot, Limited Brands, UnitedHealth Group

### THINK Interactive

Senior Copywriter | 01/04 - 02/06

Blended traditional writing and interactive development skills to deliver rich consumer experiences in both physical and digital media

Clients: Alltel, Emory University, Garden of Life, IBM

### Adair-Greene/GREENEFFECT Advertising

Copywriter | 06/02 - 07/03

Clients: Georgia-Pacific, HIT Entertainment, Intuitive Surgical, Solvay Pharmaceuticals

### J. Walter Thompson

Senior Copywriter | 02/99 - 01/02

Clients: Cox Communications, CSC, Darden Restaurants, Marriott International, UPS

## Education

### University of South Carolina

BA - Journalism/Advertising

### The Creative Circus

Copywriting curriculum, Atlanta, GA

## Things my brain can do

### Specialty skills

Concept development, copywriting, content strategy, SEO, employer branding, editing

### Media

Interactive, print, broadcast, social, collateral, engagement/referral programs, direct response, promotional, consumer packaging

Portfolio and additional information available at [www.brainsofsteel.com](http://www.brainsofsteel.com)