



STEFAN HANLEY

COPYWRITER

HELLO

I'm **Stefan**,
a copywriter
from Scotland.

First and foremost, I'm a problem solver. I believe copy, and indeed, advertising on the whole, should speak **to** people, not **at** them. My work is clear, clean, and designed to elicit an emotional response before a financial one.

GAINFUL EMPLOYMENT

2017 - present

Copywriter/Creative Lead

Fingerpaint

Concepting, pitching, launching, internal stuff, and the day-to-day for multiple brands totaling over \$6m in billings. Literally nothing to do with paint.

2013 - present

Freelance Copywriter

Work with agencies and companies in the USA, UK, Israel & Australasia in every channel of marketing.

2015 - 2016

Marketing Director

Cost2Build UK

Moved a startup from launch to seven figures in 14 months, spending under £5k in the process.

2013 - 2014

Account Executive

Media Logic

Utility man and token Brit at an agency specializing in financial services/healthcare. Combo of client relations and project management.

EDUCATION

B.S. Advertising (Creative Track)

Syracuse University
S.I. Newhouse School of
Public Communications

2009 - 2013

CONTACT

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SKILLS

Copywriting
Copy Editing
SEO Writing
Paid Search
Presenting
Bricking 3-pointers
Hitting Snooze
Really Squeezing a Lot
Out of 4 Dance Moves

AWARDS

2019

Future Famer

Medical Advertising Hall of Fame

Named one of the most promising young people in healthcare advertising. Now I'm going to look like a real asshole if I don't make the Hall of Fame.

2013

National Student Advertising Competition

American Advertising Federation

2nd Place. Presented an integrated campaign to Glidden/Walmart.

2009-
2013

Lockerbie-Syracuse Scholar/ International Student Scholar

Syracuse University

Awarded a full scholarship for academic and personal excellence.

REFERENCES

Let me know if you need 'em.