



TYLER STENSON

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COPYWRITER | CONTENT STRATEGIST

WHO I AM

A Soldier for the Muse and a seasoned self-starter, I chase what inspires me. With over 10 years experience in creative content production, copywriting, brand development, marketing management, digital strategy, advertising and design, I'm equipped with the unique ability to both dream and realize. My unique path through entrepreneurship, artistry, marketing roles and content curation has fire-forged me into a prolific inventor but with a lens of purpose; wildly creative but ever wrangled by a meticulous attention to detail and a desire to tell everlasting stories. And that brings me here, an eager writer seeking the platform where my words can make the greatest global impact.

EXPERIENCE

GHOST WORKS (2014-PRESENT)

<http://ghost-works.com>

MARKETING MANAGER:

- **Branding:** Guided team through comprehensive re-branding process (formerly Lund Nielsen Design), yielding new identity that better reflected company's covert role in the action sport category. Led team through various name generation / refinement exercises and directed final production of brand assets such as logo, tagline, manifesto, brand announcement materials, company website and blog.
- **Content Strategy:** Generated all outward facing creative content, aside from client work. In addition to brand and messaging, content included site and social copy, promotional / product videos, social media channels / campaigns and best practices, marketing collateral, promotional merchandise, introductory business development, materials, capability presentation decks and project proposals.
- **Marketing Management:** Leveraged above assets to bolster brand presence and perception, by way of strategic content curation, social media, events, client and public relations.

ELEGANT FOLK CREATIVE (2008-PRESENT)

<http://dreamerofthedreams.com>

FOUNDER & CHIEF CREATIVE:

- **Copywriting:** Written hundreds of mantras, manifestos, scripts, articles, hashtags, eBooks, press releases, product descriptions, lyrics, creative blurbs and blogs for tens of companies, to actively grow brand, voice and presence.
- **Author:** Wrote and co-art directed modern children's book, bringing it to market and selling through first press.
- **Content Strategy:** Extensive hands-on experience with graphic design, web design, video production, photography, musical composition, songwriting, poetry and illustration and demonstrated knowledge of how it interacts with its audience.
- **Marketing Strategy:** Consulted multiple entities on brand tactics and supportive marketing strategies, helping them gain clarity of landscape, refinement of voice and subsequent improved market traction. Experienced with cultivating online communities, leveraging over a decade of trench-work in social media, data visualization, content marketing, SEO, grassroots street teaming and cohesive newsletter campaigning to unite audiences under various calls to action.
- **Project Management / Producer:** Interfaced directly with external clients and internal teams to develop and execute written, graphic and physical products, in line with the brand's vision and goals of growth.
- **Storytelling:** Beyond copy, I am an award-winning, nationally recognized singer and songwriter by passion. I believe #LYRICisKING – that words should never hide behind sounds, but should stand boldly on their own. Ask me my story.

DB CLAY (2003-2008)

<http://tribute.dbclay.com>

CO-FOUNDER & VP OF OPERATIONS:

- **Entrepreneur:** Principal player in bringing multiple products to market and growing grassroots brand to serve over 500 retail accounts; resulting in international presence and global distribution.
- **Creative Content Strategy:** Primary copywriter and editor for all marketing materials including catalogs, flyers, instructional manuals, company newsletter and company website. Intimately involved in design, collaboration and development of brand, all products and subsequent marketing efforts for all varieties of media, including print and digital.
- **Project Management / Producer:** Worked directly with third-party designers and printers in managing overall production and distribution of marketing materials and product packaging.

EDUCATION

UNIVERSITY OF OREGON (2002-2005)

School of Journalism and Communication (BS) with Discipline Emphasis in *Creative Advertising* // Minor in *Business Administration*

REFERENCES

Joe Albert
Art Director – Wieden+Kennedy
(415) 535-3356

Thomas Alfson
Sr. Manager Creative Collaborations – Cole Haan
(971) 221-2259

SKILLS

Written and spoken communications, storytelling, web and graphic design (Adobe Creative Suite, HTML/CSS, Wordpress), attention to detail, organization, video production, leadership, personability, public speaking, problem solving, songwriting, humor and work ethic.