

STEVE MORGAN

WRITER & CREATIVE LEAD

502.424.1341 | steve@stvmrgn.com | Louisville, KY | stvmrgn.com | linkedin.com/in/stvmrgn

- Brand Strategy & Positioning
- Voice & Messaging Development
- Integrated Campaign Strategy
- Traditional & AI Video Production
- Organic Social Strategy & Content
- Traditional & Digital Media
- Native Advertising
- PR & Earned Media

PROFESSIONAL EXPERIENCE

Freelance Writer & Creative Director

stvmrgn creative | Louisville, KY | Jun 2025 – Present

- Writing and creative direction for clients across higher education, B2B medical and spirits.
- Writing and producing narrative short films featured across the stvmrgn.com portfolio.

Associate Creative Director, Copy

BCH Agency | Louisville, KY | Jun 2018 – Jun 2025

- Built foundational brand platforms and campaigns for regional and national accounts, including Republic Bank, Four Roses Bourbon and Buzzard's Roost Whiskey.
- Conceived and delivered integrated campaigns across broadcast, digital, social, print and OOH.
- Directed live-action production, managing talent, voiceover, editors and external vendors.
- Integrated AI tools (ElevenLabs, Midjourney) into the agency's creative workflow to expand capabilities and accelerate output.

Associate Creative Director, Copy

OOHology | Louisville, KY | Dec 2016 – Apr 2018

- Won new business and worked on campaigns for tourism, healthcare, sports and national consumer brands.
- Led campaign concepts, brand messaging and digital content systems, partnering directly with UX and design teams to build brand-aligned digital experiences.
- Key clients included Louisville Slugger Museum & Factory, Bionic Gloves and GoGoMeds.

Senior Writer

Atria Senior Living | Louisville, KY | Aug 2013 – Dec 2016

- Led writing and storytelling for national campaigns and award-winning senior living work, shaping brand voice standards across the organization.
- Produced documentary-style content and resident storytelling that anchored national initiatives.
- Ghost-wrote thought-leadership content for brand ambassador Billie Jean King.

EDUCATION

B.A. – English, Creative Writing Concentration

University of Kentucky | Lexington, KY

AWARDS

- 2x National Gold ADDY
- 1x District Gold ADDY
- 1x Local Best of Show ADDY
- 2x Local Judge's Choice ADDY
- 2x Local Gold ADDY
- 3x Local Silver ADDY

TECH STACK

Creative: Adobe Premiere, Photoshop, InDesign, Logic Pro

AI & Production: Seedance, Kling, Veo, ElevenLabs, Midjourney, Nano Banana

Marketing: Social platforms, CMS, CRM and email systems

INDUSTRIES & SELECT CLIENTS

Industries: Spirits, Banking, Senior Living, Tourism, B2B, Hospitality, Non-Profit, Healthcare

Select Clients: Four Roses Bourbon, Republic Bank, Atria Senior Living, Louisville Tourism, YMCA, Delta Dental, Slugger Museum, Presbyterian Foundation, KCTCS, Louisville Zoo, Spalding University, Buzzard's Roost Whiskey