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EDUCATION

BA, CREATIVE WRITING
Loyola University, MD, 1999

SKILLS

- Creative copy
- Copyediting
- Scriptwriting
- Web production/CMS
- Brand direction
- Style guides
- B2B/SaaS

FAMILIARS

- Adobe Photoshop
- Adobe Premiere
- Figma
- Canva
- Miro
- HTML/GitHub Desktop
- Hubspot
- WordPress, CMS

PASSIONS

- Design/collage
- Music/vinyl
- Cooking
- The New York Mets
- Being in the woods

STEVEN LICHTENSTEIN

Creative brand copywriter and editor

RECENT WORK

SENIOR COPYWRITER AND CONTENT DIRECTOR,

TABNINE, DEC 2023-FEB 2025

- Directed all creative efforts related to a full branding and website update, including design, copy, and site development
- Created and administered copy style guide and fostered a new brand voice and identity, helping a team of eight to maintain consistency
- Defined creative and copy for growth initiatives and ABM programs, increasing click-through rates and engagement, lowering cost per lead, and influencing enterprise pipeline creation
- Wrote copy for segmented marketing nurture email programs and user onboarding email flows, increasing open and click-through rates
- Concepted and wrote copy for website and landing pages, newsletters, product launches, events, digital ads, and social media, contributing to a 70% increase in followers quarter over quarter
- Copyedited white papers, blog posts, web pages, and documentation
- Published and maintained all web pages and blog posts in a CMS

SENIOR COPYWRITER, COCKROACH LABS, OCT 2022-OCT 2023

- Partnered with the Product, Content, and Demand Gen teams to write compelling, digestible copy for digital ads, web pages, emails, and more
- Led copy efforts for more than 20+ third-party events, including environmental copy, landing pages, and emails
- Built brand style guide and handled QA duties for all branded creative assets, and copyedited white papers, web copy, blog posts, and ebooks

CREATIVE CONTENT MANAGER, VMWARE, JAN 2020-OCT 2022

- Led creative content efforts for VMware Tanzu, SpringOne, Tanzu Labs, and Tanzu.TV, focused on building a brand developers embrace
- Conceived, wrote, and edited content including both short-form (digital ads, video scripts) and long-form (web pages, blog posts) copy
- Helped redefine SpringOne as a virtual conference and shape the full digital experience—from promotions to event day—leading to a 10x reg increase
- Managed a content and video team, and helped to advance sustainability, employer brand, and DEI efforts throughout the business unit

BRAND CONTENT STRATEGIST, PIVOTAL, MAR 2015-JAN 2020

- Established and maintained brand voice and tone across all channels for Pivotal, Pivotal Labs, and SpringOne
- Served as lead writer, editor, and approver for all branded web and events copy, social media, emails, newsletters, ebooks, scripts, and more
- Handled all writing and copyediting for a popular SaaS agile project management tool, including social media, blog posts, newsletters, marketing emails, web pages, print ads, UI and support, customer stories, and more
- Learned HTML to manage website, including building and maintaining pages