

STEVEN GARVIN

Burbank, CA • 310-994-2722 • stevenagarvin@gmail.com • stevenwrites.com

Brand and product storytelling leader with 13+ years of experience shaping omnichannel narratives and directing integrated campaigns across fashion, retail, and lifestyle brands. Expert in translating business strategy into imaginative and high-impact storytelling spanning product launches and partnerships. Known for building culturally relevant narratives that drive engagement, acquisition, and growth.

CORE CAPABILITIES

Creative Direction & Brand Voice:

Campaign Concepting • Narrative Development • Product Naming & Storytelling • Editorial & Partnership Strategy

Marketing & Channel Expertise:

Integrated 360° Campaigns • Product Launches • Acquisition & Retention • E-commerce • Social • Email • Paid Media • Retail

Leadership & Collaboration:

Cross-Functional Direction • GTM Planning • Freelancer & Agency Management • Executive Presentations

Tools:

Figma • Google Suite • Keynote • PowerPoint • Microsoft Suite • CMS Platforms

EXPERIENCE

Content & Partnerships Manager • JAANUU / Los Angeles, CA
Senior Copywriter

01/2026 – Present
07/2022 – 01/2026

Lead brand and product storytelling for a high-growth medical apparel brand, overseeing integrated creative across product marketing, digital experiences, partnerships, and acquisition channels.

- Direct brand and product messaging strategy across all consumer and digital touchpoints, ensuring voice consistency, UX clarity, and cultural relevance.
- Conceptualize and lead integrated 360° campaigns supporting product launches, growth initiatives, and conversion-driven marketing objectives.
- Shape seasonal and product narratives in partnership with VP of Creative and VP of Product, aligning storytelling with business and performance goals.
- Lead ambassador and partnership storytelling from talent acquisition through campaign execution.
- Develop culturally resonant narratives that expand reach across influencer, healthcare, and lifestyle communities while supporting acquisition goals.
- Oversee product storytelling ecosystem, including UX copy, product descriptions, site content, and conversion-optimized metadata.
- Lead naming strategy for proprietary fabrics, product innovations, and capsule collections.
- Manage Ambassador & Influencer Strategist and agency partners, providing creative direction, feedback, and final copy approval.

- Build executive-ready presentations to communicate campaign vision and brand initiatives.
- Support brand expansion across packaging, labeling, and end-to-end experience touchpoints.

Copywriter • CARUSO / Los Angeles, CA

09/2018 – 07/2022

Led copy development across a portfolio of luxury retail, dining, and hospitality destinations, shaping voice and campaign storytelling for experiential properties.

- Served as lead copywriter across 12+ retail, dining, and entertainment brands.
- Concepted omnichannel campaigns spanning digital, social, paid media, OOH, video, and print.
- Partnered with Creative Director and designers on seasonal campaigns and property launches.
- Maintained distinct brand voices across luxury and lifestyle audiences.
- Supported experiential activations, grand openings, and destination marketing initiatives.
- Directed freelance writers and edited all outbound communications for brand alignment.

Brand Copywriter • GUESS?, INC. / Los Angeles, CA

10/2016 – 09/2018

Drove conversion-focused storytelling for a global fashion brand.

- Wrote sales-driven copy for email, e-commerce, and digital campaigns.
- Partnered with Creative, Merchandising, and Visual teams to align seasonal storytelling.
- Managed product copywriters, ensuring brand voice consistency at scale.
- Developed editorial content for brand newsletters.
- Built and maintained brand style guides and copy training resources.
- Supported omnichannel campaigns bridging online and in-store experiences.

Fashion Copywriter • ONQUESTYLE / Irvine, CA

04/2013 – 10/2016

- Wrote editorial content covering fashion and lifestyle trends, overseeing the editorial calendar.
- Developed product listings across e-commerce platforms.
- Assisted with on-set styling and product photography direction.

Content Writer • RUBBER-CAL, INC. / Costa Mesa, CA

10/2012 – 04/2013

- Wrote sales and educational content for e-commerce platforms, driving the product narratives.
- Produced SEO-focused articles and product narratives.
- Edited client communications and web copy.

EDUCATION

Master of Fine Arts, Creative Writing / 2016

Chapman University / Orange, CA

Bachelor of Arts, Journalism / 2012

Colorado State University / Fort Collins, CO