

STEPHEN M. BONI

3665 Clay St. #2, San Francisco, CA 94118 tel: 617-201-2358 email: bonifide@comcast.net

SUMMARY

Professional writer and communications/brand strategist with unique blend of film, video, Internet, blogging, and traditional content experience:

- Excellent writer and strategist – analytical, creative, and versatile with polished presentation skills
- Experience using social media applications for marketing and community outreach/management
- Outstanding “outside the box” conceptual abilities – solo or in collaboration
- Strong project management capabilities – manage assignments on time and on budget
- Deep understanding of consumer marketing, financial services, media/entertainment industries

MARKETING & COMMUNICATIONS STRATEGY EXPERIENCE

Principal BONIFIDE CREATIVE CONSULTING 2004-present

Independent creative content practice, offering strategic writing and branding skills to agencies, nonprofits, and other companies.

Clients Include:

THE COMMUNICATION GROUP San Francisco, CA

Marketing communications agency built around novel social media platform. Agency offers communications strategy, branding/identity, website design, online community-building, and interactive media solutions to companies and nonprofits.

- Oppenheimer Funds – Lead writer and content strategist for comprehensive community-driven advocacy/education website on how to effectively save for and afford college
 - Conducted client, stakeholder, and audience interviews as part of market research process
 - Created strategies to identify and reach out to potential online community members
 - Managed freelance writing staff – assigned and edited all copy
- Riverbed Technology – Lead writer and marketing content creator
- Cisco Systems – Provided in-depth communications assessment and branding strategies
- Contributor to agency’s social media blog and other related blog sites

CENTER FOR EFFECTIVE PHILANTHROPY (CEP) San Francisco, CA

Nonprofit organization providing data and insight to help philanthropic foundations better assess their impact.

- Identity and Content – Provided content and brand insight for CEP’s redesigned company website
- YouthTruth Project – Innovative survey of youth in Bill & Melinda Gates Foundation-funded high schools
 - Created program identity, messaging strategy, and website content – website provides instructional content to 20 pilot high schools
 - Scriptwriter for Sway Calloway of MTV News – video used to introduce and promote survey’s mission to participating communities – viewed by more than 7,000 youth nationally

MECHANICA Newburyport, MA

Branding and advertising agency serving clients in health care, entertainment, and financial services, including RCN Cable Television, A&E, Blockbuster, LifeLine Screening, and NextStreet Financial.

- Created direct mail marketing concepts and executed content strategy

CARAT FUSION Boston, MA

Internet advertising agency serving a diverse client base, including Adidas, Wachovia Bank, and Phillips Electronics.

- Collaborated with design and account teams on banner ads, websites, and newsletters

MOMENTA PHARMACEUTICALS Cambridge, MA

Publicly held biotech firm specializing in development of drugs based on innovative understanding of sugars.

- Crafted new content strategy and redesigned website content to match changing audience profile

DERRICK JENSEN Crescent City, CA

Celebrated environmentalist, author, essayist, and cultural critic.

- Created wide-ranging content for promotion of Jensen’s book, *A Language Without Words*

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THIS ROCK Boston, MA

Nonprofit Web-based project centered on advancing the idea of cities as ecosystems.

- Co-created project concept and all related website and promotional content – lead presenter in funding pitch

COPYWRITING EXPERIENCE

Copywriter DIGITAS Boston, MA 2006-2008

Global Internet marketing and advertising agency serving such clients as InterContinental Hotels Group, General Motors, XM Satellite Radio, AARP, Proctor and Gamble, SAP, and Staples.

- Developed online and offline creative marketing campaigns for multiple clients in collaboration with creative teams, while managing junior writers
 - InterContinental Hotels Group – Lead writer for loyalty programs, partnerships, and brand identity
 - AARP Financial – Co-created and executed novel brand strategy and guerilla advocacy campaign
 - Holiday Inn Express – Successfully moved into Brand Planning discipline for high-profile social media project
- Received two Adrian Awards for outstanding hospitality industry marketing campaign to promote Crowne Plaza Hotels golf affinity program

Senior Marketing Copywriter EVERBANK Stowe, VT 2003-2004

Online bank managing over \$2 billion in assets. Five consecutive years on Forbes "Best of the Web" list.

- Developed brand positioning and marketing collateral to establish firm as premier online banking resource – achieved 15% customer conversion rate to new online banking platform
- Wrote and edited all content for online campaigns, company website, and print media

Copywriter FIDELITY INVESTMENTS The Agency at Fidelity, Boston, MA 2000-2003

In-house advertising and marketing agency for world's largest manager and provider of mutual funds.

- Concepted, wrote, and edited all print and online marketing content
- Launched four new funds to high net worth market – drove a 37% increase in personal investing
- Redesigned Intranet site content – usage increased 40% in first month
- Provided pro bono marketing creative to Fidelity Charitable Trust and affiliated nonprofits

INSTRUCTIONAL DESIGN EXPERIENCE

Senior Content Developer YOOZ.COM Boston, MA 2000

European-based Internet company providing interactive online learning.

- Researched, wrote, and edited interactive online tutorials to assist new users of diverse websites

Content Developer COGNITIVE ARTS Boston, MA 1999

Multimedia, learning sciences corporation, creating non-linear educational tools for businesses and universities.

- Researched, wrote, and edited multimedia courses for businesses and nonprofits

TEACHING EXPERIENCE

Adjunct Professor Film Studies BRADFORD COLLEGE Haverhill, MA 1998-1999

- Conceived, developed, and taught curriculum for *Gender and Representation in Cinema*

Adjunct Professor Film Studies NORTHERN ESSEX COMMUNITY COLLEGE Haverhill, MA 1998

- Organized and taught curriculum for *Women in Film* and *Introduction to Film Language*

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AWARDS

2007 ADRIAN AWARDS – “Special Advertising” for Crowne Plaza Hotels golf affinity program
2003 FIDELITY ACHIEVEMENT AWARD – Outstanding individual performance
2002 FIDELITY ACHIEVEMENT AWARD – Outstanding interdisciplinary teamwork

EDUCATION

Master of Arts School of Cinema-TV, Critical Studies UNIVERSITY OF SOUTHERN CALIFORNIA **1997**
Certificate NEW YORK FILM ACADEMY Received award for camerawork **1992**
Bachelor of Arts with honors, English EARLHAM COLLEGE **1991**
Honors Program in Literature ABERDEEN UNIVERSITY Received merit award for academic achievement **1989-1990**

OTHER ACTIVITIES

BLOGS – Lead writer for [Brand?](#), covering issues related to marketing and brand identity
SOCIAL NETWORKS – Active member of Social Media Marketing, Freelance Café, and other professional online communities
TAPROOT – Volunteer writer, providing pro bono creative marketing to under-resourced Bay Area nonprofits
CREATIVE PROJECTS – Writer / Producer of short film *She’s Leaving Home*, as well as published literary essays, CD liner notes, and performance pieces – film screened in North American film festivals

WEB-FOLIO

<http://www.brandquestion.com>
<http://www.collegewithinreach.com>
<http://www.youthtruthsurvey.org>
Additional work samples available on request.