

**STEPHEN M. BONI**

563 2<sup>nd</sup> Avenue, San Francisco, CA 94118 tel: 617-201-2358 email: [bonifide@comcast.net](mailto:bonifide@comcast.net)

**SUMMARY**

---

Creative director and writer/communications strategist with demonstrated leadership skills and experience. Combines a unique blend of film, video, online, blogging/social media, and traditional expertise:

- Highly effective team leader – possess a collaborative style that brings together professionals of diverse disciplines
- Excellent writer and creative strategist – conceptual, analytical, and versatile with proven ability to innovate
- Experience using social media applications for marketing and community engagement
- Strong project management capabilities – manage assignments on time and on budget
- Deep understanding of consumer product, financial services, high-tech, media/entertainment industries

**ADVERTISING & MARKETING EXPERIENCE**

---

**Associate Creative Director LOOMIS GROUP San Francisco, CA 2009-present**

*Award-winning marketing/advertising/branding/PR agency with particular strength in the online space.*

- Work with clients to craft communications goals and strategies for achieving them
- Lead multiple internal teams in creation and execution of branding and advertising campaigns
- Act as creative lead on business development/pitch efforts, as well as agency's largest account
- Recent campaign for Google helped drive a 15% increase in sales for premier search product
- Company blogger and one of the chief architects of agency's outbound social media strategy
- Clients include Google, Polycom, Juniper Networks, Samsung, Varian Solar, and fast-growing apparel company, Triple Aught Design

**Copywriter/Brand Planner DIGITAS Boston, MA 2006-2008**

*Global Internet marketing and advertising agency.*

- Developed online and offline creative campaigns for multiple clients 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
- Received two Adrian Awards for outstanding hospitality industry advertising campaign to promote Crowne Plaza Hotels
- Key member of agency multicultural panel, assisting with creative and process-oriented solutions for fostering workplace diversity and cross-cultural communication
- Major clients included InterContinental Hotels Group (Intercontinental, Holiday Inn, Crowne Plaza) and AARP

**Senior Marketing/Ad Writer MASSACHUSETTS FINANCIAL SERVICES Boston, MA 2004-2005**

*One of the oldest mutual fund firms in the United States, serving both retail customers and financial advisors.*

- Conceived, wrote, and executed print and online communications – most successful campaign doubled lead-flow to financial advisors
- Lead presenter to business partners and senior management

**Senior Marketing Writer 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 banking platform

**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.*

- Conceived, wrote, and edited print and online marketing content for both individual and institutional investors
- Launched four new funds to high net worth market – drove a 37% increase in personal investing
- Worked on various pro bono marketing projects for Fidelity Charitable Trust and affiliated nonprofits
- Received two achievement awards for outstanding interdisciplinary teamwork and individual performance

**STEPHEN M. BONI**

563 2<sup>nd</sup> Avenue, San Francisco, CA 94118 tel: 617-201-2358 email: [bonifide@comcast.net](mailto:bonifide@comcast.net)

**COMMUNICATIONS STRATEGY EXPERIENCE**

---

**Principal BONIFIDE CREATIVE CONSULTING 2004-present**

*Independent consultancy, offering strategic writing and branding skills to agencies, nonprofits, and other companies.*

**THE COMMUNICATION GROUP San Francisco, CA 2008-2009**

*Marketing communications and web design agency built around novel social media software platform.*

- Oppenheimer Funds – Lead content strategist and writer for comprehensive social media-driven advocacy/education website on how to effectively save for and afford college. Main client contact for all communications-related efforts.
  - Developed naming and branding, site/content architecture, and overall communications approach
  - Conducted client, stakeholder, and audience interviews as part of market research
  - Wrote interlocking mix of marketing collateral, site content, video scripts, and case studies
  - Managed freelance writing staff – assigned and edited all copy
- Cisco Systems – Provided in-depth Web 2.0 communications and branding assessment
- Contributed to agency's blog and other social media-related blog sites

**CENTER FOR EFFECTIVE PHILANTHROPY (CEP) San Francisco, CA 2008-2009**

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

- YouthTruth Project – Innovative survey of students to learn what's not working in philanthropically funded high schools. Project created by CEP and the Bill & Melinda Gates Foundation.
  - Developed program identity, naming, and messaging strategy
  - Scriptwriter for Sway of MTV News - video promoting survey's mission and viewed by more than 80,000 youth nationally

**ECO-RESERVE San Francisco, CA 2008-2009**

*Internet-driven nonprofit that helps individuals and groups use micro-donations to protect and rehabilitate endangered land.*

- Member of core marketing team, providing expertise in communications strategy, branding, consumer research, and creative marketing
- Conducted Web 2.0 and social media outreach, developed creative campaigns, wrote wide-ranging marketing content

**MECHANICA Newburyport, MA 2006-2007**

*Branding and advertising agency started by Mullen creative executives, serving clients in health care, entertainment, and financial services.*

- Created direct mail/e-mail marketing concepts and executed content strategy for entertainment and health care clients

**CARAT Boston, MA 2006**

*Internet advertising agency serving a diverse client base.*

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

**MOMENTA PHARMACEUTICALS Cambridge, MA 2006**

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

- Redesigned website content to match changing audience profile

**DERRICK JENSEN Crescent City, CA 2004**

*Celebrated environmentalist, author, essayist, and cultural critic.*

## STEPHEN M. BONI

563 2<sup>nd</sup> Avenue, San Francisco, CA 94118 tel: 617-201-2358 email: [bonifide@comcast.net](mailto:bonifide@comcast.net)

- Created wide-ranging content for promotion of Jensen's book, *A Language Older Than Words*

## CONTENT DEVELOPMENT EXPERIENCE

---

### **Interactive Content Developer YOOZ.COM Boston, MA 2000**

*European-based Internet firm, 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*

## EDUCATION

---

**Master of Arts** School of Cinema-TV, Critical Studies UNIVERSITY OF SOUTHERN CALIFORNIA 1997

**Professional 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, Scotland Received merit award for academic achievement 1989-90

## OTHER ACTIVITIES

---

**BLOGS** – Maintain personal blogs including [Brand?](#) and [Attempted Exuberance](#), covering issues related to media, politics, marketing, messaging, and brand identity

**SOCIAL NETWORKS** – Active member of LinkedIn discussion groups Social Media Marketing, Public Media Collaborative, Creative Intensive, and other professional online communities

**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.youthtruthsurvey.org>

<http://www.tripleaughtdesign.com>

<http://theartofconversation.com/en-US/>

<http://www.google.com/enterprise/itstime/index.html>

Additional work samples available on request.