

STEVEN BRYAN BIELER

7667 SE 21st Ave., Portland, OR 97202 • (503)200-7920 • sbieler@hotmail.com

WRITER, EDITOR, STORYTELLER

Marketing • Advertising • Web

Over 15 years' experience writing *clear and compelling copy* for a range of businesses. Specializing in explaining financial services and technology to consumers. Comfortable setting strategy at 10,000 feet and executing at sea level.

Call on my many years of creating, organizing, and presenting content online, in print and in person to help tell your company's story.

CORE COMPETENCIES

- Ad copy
- Box copy
- Brand development
- Case studies
- Communications planning
- Email blasts
- Feature stories
- Flyers
- Ghostwriting
- How-to articles
- Interviews
- Manuals
- Microsites
- Newsletters
- Product brochures
- Public speaking
- Training materials
- Video scripts
- White papers

PROFESSIONAL EXPERIENCE

Freelance Writer and Editor, Portland, Ore., March 2011 to present

Research and write newsletters and articles for Stancorp Investment Advisers. Plan and execute communications strategies for PRSA/OCIABC joint events and OCIABC solo events.

Copy Writer, Standard Insurance Company, Portland, Ore., February 2007 to March 2011

- Translated complex material into clear, reader-friendly copy while balancing promotional objectives, audience needs and legal concerns.
- Concepted, wrote, edited, and revised a range of materials including product brochures and flyers, proposal booklets, print ads, email blasts, newsletters, microsites and other marketing collateral. Ghostwrote long-form articles.
- Developed and maintained the marketing department's first style guide, served as a language resource, advised on branding and guided new writers.

Copy Writer, Xerox Launch Collaterals Group, Wilsonville, Ore., 2006

Tasked with injecting personality into product brochures, training materials, posters, print samples, spec sheets and other marketing collateral. The goal was to keep readers reading without upstaging the message behind each product.

Copy Writer, Wirestone LLC, multimedia marketing, Boise, Idaho, 2002-2005

Crafted content for websites, scripts for downloadable demos and web-based classes and seminars, email blasts and e-newsletters, and posters, brochures, manuals, and conference program books for clients such as Intel, HP, Motorola, eBay, Microsoft, Jim Beam and Apple.

Senior Editor, DeepCanyon, marketing portal, Seattle, Wash., 2000

Generated content, established the editorial tone and developed strategies to engage visitors and keep them coming back to this HP spin-off. Recruited and directed writers, created an op-ed track of guest columnists and established copy guidelines.

Editor, Visio SmartPages Magazine, Seattle, Wash., 1999

- This compilation of how-to articles was delivered quarterly to Visio's registered user base (approximately 400,000 readers), most of whom had no Visio training. To attract this readership, I developed the human element in stories about Visio technology, recruited and directed writers who could execute these concepts and helped evolve publishing strategy.
- Repurposed print material for trade shows and the Visio site and developed original online content.
- Wrote brochures, box copy, case studies, manuals and online articles.

Sierra On-Line, Bellevue, Wash., 1995-1998

- Edited *InterAction Magazine* (circ. 800,000): Wrote, edited and concepted stories appealing to specific demographics (*InterAction's* readership ran from grade school to retirement) while also meeting the marketing requirements of each product. Recruited and directed writers and developed online content in those early Internet days.
- Assistant Game Designer: Writer, editor and assistant designer for 1996 and 1997 editions of Power Chess, an award-winning tutorial chess game. Wrote 6,000 lines of dialog for the game's talking tutor. Demonstrated the product on press tours. Served as writer and editor for other games and how-to programs.

Copy Chief, Seattle Weekly, Seattle, Wash., 1988-1995

Responsible for the accuracy and clarity of all copy at this weekly news-and-arts paper. Worked with writers to retain their style and substance through multiple revisions, wrote headlines, captions and pull quotes, edited stories to fit page layouts, created the first house style guide, managed the workflow of assistant copy editor and four proofreaders, and selected and edited letters. Wrote arts reviews, sports, op-ed and humor.