

STEVE MORGAN

CREATIVE DIRECTOR & COPYWRITER

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PROFILE

Strategy. Story. Execution. No gap.

I've spent the better part of two decades writing campaigns that sell banks, bourbon, and the occasional animatronic dinosaur exhibit. I've also written emails no one wanted, scripts everyone revised, and taglines that stuck around longer than anyone expected. If it involves words, I've probably wrestled with it—and maybe even won. If you're into clarity with a side of clever now and then, let's chat.

WHAT I DO

- Brand Strategy & Positioning
- Voice, Messaging & Naming
- Live-Action & AI Production
- Campaigns That Serve Business Outcomes
- Fractional Creative Leadership

PROFESSIONAL EXPERIENCE

Creative Director

stvmrgn creative | Louisville, KY | Jun 2025 – Present

- Operating a specialized, strategy-first creative studio developing original films, brand storytelling, and digital campaigns across B2B and consumer-facing brands.
- Producing craft-forward narrative short films and proof-of-concept prototypes (including *Berserker* and *Space for Lease*) utilizing AI-native production pipelines.
- Leveraging AI tooling as a production accelerator while maintaining narrative craft, strategic clarity, and a utilitarian-luxury aesthetic at the center of every project.

Associate Creative Director

BCH Agency | Louisville, KY | Jun 2018 – Jun 2025

- Built foundational brand platforms and campaigns for regional and national accounts, including Republic Bank, Four Roses Bourbon, and Buzzard's Roost Whiskey.
- Conceived and delivered integrated campaigns across broadcast, digital, social, print, and OOH.
- Directed live-action production, managing talent, voiceover, editors, and external vendors.
- Integrated AI tools (ElevenLabs, Midjourney) into the agency's creative workflow to expand capabilities and accelerate output.

Associate Creative Director

OOHology | Louisville, KY | Dec 2016 – Apr 2018

- Won new business and worked on campaigns for tourism, healthcare, sports, and national consumer brands.
- Led campaign concepts, brand messaging, and digital content systems, partnering directly with UX and design teams to build brand-aligned digital experiences.
- Key clients included Louisville Slugger Museum & Factory, Bionic Gloves, and GoGoMeds.

Senior Writer

Atria Senior Living | Louisville, KY | Aug 2013 – Dec 2016

- Led writing and storytelling for national campaigns and award-winning senior living work, shaping brand voice standards across the organization.
- Produced documentary-style content and resident storytelling that anchored national initiatives.
- Ghost-wrote thought-leadership content for brand ambassador Billie Jean King.

TECH STACK

- **Creative:** Adobe Premiere, Photoshop, InDesign, Logic Pro
- **AI & Production:** Seedance, Kling, Veo, ElevenLabs, Midjourney, Nano Banana
- **Marketing:** Social platforms, CMS, CRM, and email systems

EDUCATION

B.A. – English, Creative Writing Concentration

University of Kentucky | Lexington, KY

AWARDS

- 2x National Gold ADDY
- 1x District Gold ADDY
- 1x Local Best of Show ADDY
- 2x Local Gold ADDY
- 3x Local Silver ADDY

INDUSTRIES & SELECT CLIENTS

- **Industries:** Financial Services, Tourism, Senior Living, B2B, Spirits, Healthcare, Higher Education, Consumer Brands
- **Select Clients:** Four Roses Bourbon, The Kentucky Lottery, Slugger Museum, Schmitt Sohne Wines, Republic Bank, Atria Senior Living, Louisville Tourism, Buzzard's Roost Whiskey