

# charlotte steinway

## skills

Creative Direction,  
Copywriting, UX  
Writing/Content Design,  
Content Strategy,  
Creative Concepting,  
Scriptwriting, CRM and  
Social Copywriting;  
fluency in Figma, Jira,  
Asana, Wrike,  
WorkDocs, Adobe  
Suite, Google Suite

## education

Tufts University  
Bachelor of Arts, 2010  
Graduated Cum Laude

## contact

Los Angeles, CA 90026  
charlotte.steinway@gmail.com

charlottesteinway.com

## experience

### Amazon

Creative Director, Copy

2025 – present (Los Angeles, CA)

Co-lead Creative team alongside CD, Design for Blink smart security, part of Amazon Devices. Manage and coach team to execute concept-first, big idea creative for 360° campaigns spanning lifecycle, organic social, and paid media. Develop and oversee Blink's first-ever brand campaign, providing creative direction for the Blink re-brand inclusive of new tagline and four ad spots as part of an omnichannel campaign, increasing brand awareness by +200bps YoY.

Associate Creative Director, Copy

2023 – 2025 (Los Angeles, CA)

Write and edit UX copy for the Blink app and website, working as the content strategy lead for all feature and product launches. Guide the team in developing creative for all product launches and high-velocity events including Black Friday and Amazon Prime Day, resulting in the highest sales in Blink history.

### Beautycounter

Associate Creative Director, Copy

2021 – 2023 (Los Angeles, CA)

Oversee, write, and concept for full-funnel marketing campaigns across email, web, organic and paid social, SMS/push, video and OOH. Manage and mentor a team of 8 copywriters, ensuring all copy is on-brand; consistent in terms of style, quality, and voice; and optimized for channel goals. Plan and execute a cross-functional content calendar delivering against strategic and business goals—helping drive upwards of \$300 million in annual revenue. Concept and creative direct experiential spaces for annual b2b sales conference (1,000+ attendees). Concept, storyboard, and write scripts for all event videos and campaign spots.

### Soho House

Head of Content

2017 – 2021 (Los Angeles, CA)

Lead Content team of 4 direct reports in developing stories, videos, and podcasts for digital members' site and app, monthly magazine, and weekly emails-reaching roughly 100k members and 1 million guests per year. Manage annual budget and content calendar, serving as the final sign-off on all creative output. Oversee content design for app and site re-launch, executing all UX copy.

Digital Content Editor

2014 – 2017 (New York, NY)

Manage all member-facing content; strategically partner with Marketing team to oversee campaigns for integrated brand partnerships, including Spotify, BMW, Samsung, SSENSE, Bacardi, adidas, Facebook, and more.

### TripAdvisor

Editorial Producer

2012 – 2014 (New York, NY)

Edit and write hotel reviews and travel features, write marketing copy for Jetsetter.com, and daily email sent to 7 million subscribers. Produce 8-12 new hotel pages per week, working cross-functionally with external partners and internal Sales/Marketing teams to develop all campaigns.

### Google

Copywriter

2012 (New York, NY)

Contracted via Adecco in the Google New York office to write all copy for all Google Offers in the greater NYC area, executing click-to-buy writing in line with Google's editorial guidelines.