

Steve Knight

COPYWRITER

Experience

T3 / Senior Copywriter

1998-2015; freelance 2016

- Served as lead copywriter at one of the nation's top independent ad agencies. Clients included ConocoPhillips, John Deere, Chase, MTV, Pegasystems, Marriott, Dell, Samsung, Wall Street Journal, HBO, Sprint, Nortel Networks, JCPenney, Microsoft/MSN, Central Market, Quintiles Transnational, The Macallan, Extraco Banks, i3 Research, Kodak Dental, the Ritz-Carlton and others.
- Wrote copy and conceptualized for print ads, direct mail, marketing materials, newsletters, trade show displays, video scripts and all things digital, including banner ads, e-mail campaigns, demos, Web sites, microsites and social media.
- Did ghostwriting for T3 principals for industry publications and sites. Blogged regularly at T-3.com for myself and T3 principals.
- Helped develop RFPs and RFIs for new business team.

Texas Association of School Boards / Senior Communications Consultant + Webmaster

1989-1998

- Served as primary writer at large association in their efforts to support and serve 1,200+ school districts throughout Texas.
- Wrote feature articles, press releases, newsletters, press kits, direct mail, video scripts and developed educational support materials for multiple in-house divisions.
- Served as association's first Webmaster for three years, responsible for all content development and implementation at tasb.org.

Data Base Publications / Writer + Editor

1983-1989

- Served as writer/editor on vertical trade magazines for AT&T, Data General and Wang computer systems users.
- Wrote feature articles, managed a network of freelance writers and columnists, and helped develop and host industry tradeshow.

United States Air Force / Information + Public Affairs Specialist

1974-1978

- Served as staff writer and photographer on weekly base newspapers.
- Developed press releases, arranged official visits, fostered community relationships, developed orientation sessions, and coordinated base news with local and national press.
- Stationed in Plattsburgh, NY; Republic of Thailand; Republic of Philippines; and Austin, TX.

Education

The University of Texas at Austin

BA, Economics • 1979-1982

- Minors in English, Government, History and Spanish.
- Worked as reporter on Daily Texan student newspaper.
- Served as primary communications specialist at Division of Recreational Sports.
- Served as an intramural sports official in football, softball and basketball.

Personal

Youth soccer and basketball coach for 25+ years. Mentor/tutor at Austin ISD for 20+ years, most recently in the Seedling Foundation's Children of the Incarcerated program. Named mentor of the year at Campbell Elementary School, 2009. Freelance copywriter.

References available upon request.