

CREATIVE AND EDITORIAL LEADERSHIP

Writer, editor, and creative leader with a broad portfolio spanning technology, health and wellness, consumer brands, publishing, and education. Combines editorial rigor, narrative development, creative direction, and deep research skills with extensive experience building and leading writing teams. Equally comfortable shaping high-level creative strategy, developing emotionally engaging stories, writing the final line, or editing work to precision.

CORE EXPERTISE

Creative Direction	Campaign Concepting	B2B/B2C Marketing
Editorial Strategy	Video & Scriptwriting	Thought Leadership
Brand Voice	Partnership Marketing	Publishing
Content Strategy	Agency & Team Leadership	

PROFESSIONAL EXPERIENCE

Associate Creative Director, Adobe Studio

December 2023 – Present

- Appointed Managing Associate Creative Director, leading and mentoring in-house and agency writers and directing external creative partners across writing, design, and video production.
- Manage relationships with agency and production partners, including Aquent, OMC, Thinkingbox, and Skycar, directing creative work, onboarding new agency writers, and maintaining alignment with Adobe's standards, brand voice, and business goals.
- Lead creative direction for partnership storytelling, including MLB customer stories and video, while contributing to campaign concepts and out-of-home activations.
- Own high-impact long-form content, thought leadership, brand videos, and event campaigns from concept through execution.
- Partner with strategy, design, product marketing, and other cross-functional teams to develop compelling narratives that drive engagement and conversion.
- Serve as creative lead for video storytelling initiatives, guiding scripting, voiceover, and visual direction.
- Spearhead editorial strategy for communications, ensuring consistency across lifecycle touchpoints.
- Champion a collaborative, iterative creative process through proactive reviews, hands-on coaching, and clear feedback.

Senior Writer, Adobe X Aquent Studios

February 2020 – December 2023

- Wrote for Adobe's DX Studio Core Content team, translating advanced technology into engaging, accessible content.
- Translated complex research and thought leadership into compelling, accessible narratives.
- Partnered with video producers, creative directors, content strategists, and designers to develop customer success stories, guides, white papers, video scripts, promotional assets, and other lead-gen materials.
- Wrote and hosted *Adobe Newsroom* promo videos.
- Initiated and developed the DX Studio Video Style Guide.

Freelance Marketing Writer, AbleTo

March 2020 – March 2021

- Worked closely with the VP of Design, C-suite executives, and the graphic design team on a full rebrand of ableto.com, helping to redefine voice, content, and design.
- Collaborated with the Director of Marketing and Product Strategy on digital and print marketing materials, including posters, brochures, and email funnels, for a Costco campaign introducing a new virtual therapy program to employees.
- Developed a company-wide style guide to ensure content consistency and brand alignment.
- Joined forces with the Lead UX Writer to create content for seasonal campaigns, B2B2C communications, D2C acquisition, provider marketing, and referral marketing.

Managing Editor/Lead Writer, Adesso Brands

January 2018 – January 2020

- Developed the editorial voice and managed all content across three brand websites.
- Built and oversaw a writing team of 20 health and wellness writers.

- Coordinated with SEO and built the editorial calendars for three blogs, publishing daily posts ranging from 800–6,000 words.
- Edited branded blog content for accuracy, consistency, voice, and polish while writing select posts.
- Wrote marketing content across branded websites, including product descriptions, video scripts, campaigns, landing pages, and sales pages.
- Partnered with the social media manager to write and edit blog-based social posts and campaigns.
- Wrote and edited books and cookbooks for promotional and retail purposes.
- Translated findings and talking points from published medical studies into consumer-friendly article summaries.

Senior Editor/Lead Writer, Primal Nutrition & Primal Health Coach June 2013 – December 2017

- Edited Primal Blueprint books, eBooks, and online courses, including bestsellers *The Primal Blueprint*, *Primal Endurance*, *21-Day Total Body Transformation*, and *The South Asian Health Solution*.
- Collaborated with leading ancestral health researchers to write the Primal Health Coach Institute's Health Coaching Certification Course.
- Wrote and edited on-brand copy for the company's websites: PrimalKitchen.com, PrimalBlueprint.com, PrimalHealthCoach.com, and MarksDailyApple.com.
- Crafted marketing materials, newsletters, email campaigns, advertising copy, sales pages, and landing pages.
- Wrote all webinar, video, and audio scripts for founder Mark Sisson.
- Served as primary ghostwriter for Mark Sisson across B2B2C communications, white papers, eBooks, and social campaigns.

Managing Editor, Quantum Wellness Botanical Institute February 2017 – December 2017

- Served as Managing Editor of a twice-weekly longevity e-newsletter and two company websites, owning production schedules and editorial and advertorial content.
- Led strategic planning with the internal team on editorial and marketing content, consistently doubling projected online sales.
- Directed contributing writers and provided editorial guidance to maintain brand consistency across teams.
- Partnered with marketing on branded content projects including sales copy, social campaigns, landing pages, email campaigns, eBooks, and white papers.

Writer/Editor, Underground Health Reporter November 2011 – January 2017

- Researched, conceptualized, and ghostwrote hundreds of articles and landing pages for Underground Health Reporter and its associated websites.
- Wrote hundreds of featured articles for the UHR e-newsletter, reaching more than 250,000 subscribers.
- Developed and maintained the voice of the UHR brand.
- Edited contributing writers' work to maintain consistency, clarity, and error-free copy.
- Managed the UHR website, including content uploads and design.

Author June 2012 – Present

- Author, under the pen name Stephanie Liang, of *Feng Shui on a Dime* — 2017 Readers' Favorite Silver Medal Winner, 2016 Beverly Hills Book Awards Winner, and 2017 International Book Awards Finalist.
- Author of *Beverly Hills Mega Weight Loss*, published by Think Out of the Book Publishing, February 2013.
- Author of *Private Tutor SAT*, a series of educational interactive books and DVDs published by 1 to 1 Publishers and produced by Magna Film Company.
- Contributing author of the Random House book *1,296 ACT Practice Questions*.
- Fiction writer with short stories published in literary journals, both in print and online.

Freelance Copywriter/Content Writer/Editor January 2005 – Present

- Research and create on-brand copy for a diverse client base, including Mollie's Fund, AbleTo, Primal Health Coach Institute, and Glad Lash.
- Provide story development, editing, and copyediting services for published authors.
- Work across editorial, marketing, advertorial, educational, and branded content.

EDUCATION

Johns Hopkins University	In Progress	M.A., Creative Writing (Fiction)
University of California, Los Angeles	Summa Cum Laude	B.A., Theatre