



Stephon Allen

Conceptual Copywriter &
Brand Storyteller

Oakland, CA | 619-400-7478
Stephon.Allen@gmail.com
Portfolio: StephonAllen.com

PROFILE

Conceptual Copywriter and Brand Storyteller with 6+ years of experience concepting global brand campaigns, product messaging, and multi-channel content across tech, fintech, sports, and consumer platforms. Proven track record of making complex technical concepts feel human, authentic, and culturally relevant across mobile, social, OOH, and in-product UI. Skilled in integrating generative AI tools, prompt engineering, and ethical AI practices into daily workflows to optimize output, accelerate concept iteration, and elevate creative exploration.

CORE SKILLS

Creative Strategy & Writing: Conceptual Copywriting, Product Storytelling, Brand Narrative, Tone of Voice, Campaign Development, Commercial Scriptwriting, UX/UI Copy.

Channels & Deliverables: Mobile & App UX Copy, Social Media Campaigns, OOH Advertising, Experiential Activations, In-Arena Branding, Film & Video Scripts, Web Copy.

AI & Workflow Systems: Generative AI Workflows, Prompt & Context Engineering, AI Tool Integration, Content Ethics & Quality Control.

Tools & Collaboration: Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Hootsuite, Google Suite.

WORK EXPERIENCE

Visa | San Francisco, CA

Copywriter | October 2024 – Present

Concept and execute multi-channel storytelling and brand copy across digital, social, and in-product touchpoints, transforming complex fintech infrastructure into accessible, human consumer narratives.

Integrate generative AI tools and prompt engineering frameworks into daily copywriting workflows, accelerating concept development speed while maintaining brand voice and accuracy.

Partner with cross-functional teams across design, product, and strategy in Figma to build consensus around big-idea campaign creative from concept through launch.

Golden State Warriors | San Francisco, CA

Copywriter | September 2023 – September 2024

Led conceptual writing for Chase Center PR copy, in-arena event naming, and official scriptwriting across digital, broadcast, and live venue touchpoints.

Developed pop-culture and lifestyle-infused campaigns spanning social media, digital platforms, OOH, and experiential fan activations.

Spearheaded self-initiated creative projects highlighting community engagement, diversity, and cultural storytelling.

Fitbit / Google | San Francisco, CA

Associate Copywriter | October 2021 – May 2023

Authored product copy, scriptwriting, social media campaigns, and technical product detail sheets for global hardware and consumer health tech releases.

Translated complex health tracking metrics and hardware functionality into relatable, human-centered product narratives.

Partnered with design and research teams to deliver data-backed messaging across digital and mobile platforms.

FCB West | San Francisco, CA

Junior Copywriter | March 2021 – October 2021

Wrote scriptwriting, social media campaigns (Instagram, Facebook, Pinterest), and print assets for national consumer brands including Clorox and Ghirardelli.

Collaborated with art directors to produce high-volume, brand-right content under tight agency deadlines.

Form & Fiction / Young & Hungry Agency | San Francisco, CA

Copywriter Intern | June 2019 – August 2020

Developed web UX/UI copy, digital assets, and social media strategies for emerging lifestyle and retail brands including Kokoro Spirits and Shop.Likha.

United States Navy | Various Locations

Administration / Special Security Officer | January 2009 – August 2015

Directed operational communication logistics, administrative compliance, and cross-functional team coordination under high-pressure conditions.

EDUCATION & RECOGNITION

- Bachelor of Fine Arts (BFA) in Advertising | Academy of Art University, San Francisco, CA (2020)
- Associate in Science (AS) in Marketing | Coastline Community College, Fountain Valley, CA (2015)
- The One Club for Creativity Competition: Second Runner Up (2017)
- Academy of Art Spring Show: Exhibitor (2020)