

Greg Long

Senior Creative Copywriter | Content Strategist

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Eugene, OR

Professional Summary

Senior Creative Copywriter and content strategist experienced in developing brand voices, creative concepts, and audience-focused storytelling. Skilled at transforming complex ideas into clear, compelling messaging across digital, video, email, and social platforms.

Skills and Tools

- Creative Copywriting
 - Campaign Concepting
 - Brand Voice Development
 - Content Strategy
 - Audience Strategy
 - Digital Copywriting
 - Editorial Strategy
 - Video Scriptwriting
 - Email Marketing
 - Analytics & Optimization
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Professional Experience

Sales Consultant

Kendall Subaru of Eugene, Eugene, OR | February 2026 – Present

- Apply storytelling and audience-focused communication to guide customers through complex purchasing decisions.
- Translate technical product features, pricing, and financing details into clear, persuasive messaging that builds trust and drives action.

Senior Copywriter

Bish's RV, Meridian, ID (Remote) | June 2024 – July 2025

- Developed integrated marketing campaigns across email, social media, video, web, and digital advertising, ensuring consistent brand messaging across channels.
- Developed and maintained brand voice standards while collaborating with designers, marketers, and leadership to create clear, compelling communications.
- Produced high-performing email campaigns achieving open rates up to 59% and click-through rates up to 37%.

Content Specialist

Bish's RV, Meridian, ID (Remote) | March 2022 – June 2024

- Created cross-channel content including articles, landing pages, social posts, video scripts, and email campaigns to support customer engagement and marketing initiatives.
- Built and executed SEO-driven content strategies that increased organic clicks from 3,100 to 52,500 per month.
- Collaborated with marketing and store teams to develop campaign concepts, refine messaging, and improve content performance.

Marketing Performance Manager

Bish's RV, Meridian, ID (Remote) | March 2021 – January 2022

- Analyzed GA4, Search Console, and sales data across 25 retail locations to identify audience insights, messaging opportunities, and campaign improvements.
- Built monthly performance dashboards translating marketing data into actionable creative and content recommendations.
- Partnered with leadership and marketing teams to optimize campaign messaging and landing page performance, contributing to a 9% sales lift.

Communications Specialist

GloryBee, Eugene, OR | May 2015 – August 2018

- Developed a Brand Messaging Toolkit defining customer personas, audience insights, and content strategies tailored to four distinct audience segments.
- Created a Social Media Playbook establishing voice guidelines, content strategies, and engagement approaches to strengthen brand consistency across channels.
- Wrote blogs, newsletters, email campaigns, press releases, and website content supporting integrated marketing and public relations initiatives.

Promotions Writer

KLSR Fox News/MYTV, Eugene, OR | February 2011 – March 2015

- Wrote and produced broadcast promotions and commercial copy under daily deadlines, crafting clear, audience-focused messaging.
 - Collaborated with producers, reporters, and on-air talent to develop stories, refine scripts, and connect with audiences.
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Creative and Performance Training

Associate of Applied Science in Video Production | *Colorado Institute of Art*, Denver, CO

Improvisational Training | *The Second City*, Chicago, IL

Clown College Graduate | *Ringling Bros. & Barnum & Bailey Clown College*, Venice, FL