

Greg Long

Senior Creative Copywriter

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Eugene, OR

Professional Summary

Senior Creative Copywriter with 8+ years developing digital-first campaigns and high-performing cross-channel copy for consumer-facing and lifestyle brands. Known for turning complex ideas into clear, engaging messaging across social, email, video, and web. Combines creative craft with data-informed insight to drive measurable results.

Skills and Tools

- Turn complex ideas into clear, compelling copy that drives action.
 - Build brand voices that stay consistent across fast-moving digital channels.
 - Big Idea Concepting
 - Brand Voice Systems
 - Campaign Concepting
 - Social & Email Copy
 - Audience Strategy
 - Full-funnel Copy
 - Cross-channel Copy
 - Video & Scriptwriting
 - HubSpot•GA4•Adobe
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Professional Experience

Sales Consultant

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

- Guide customers through high-consideration purchase decisions, translating complex features and financing into clear, persuasive messaging
- Apply real-world buyer insights to strengthen clarity, positioning, and conversion

Senior Copywriter

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

- Concepted and wrote omni-channel campaigns across social, digital, video, email, and web, aligning messaging to brand and product priorities
- Developed and enforced brand voice guidelines that strengthened consistency across marketing and product touchpoints.
- Produced high-performing email campaigns with open rates up to 59% and click-through rates up to 37%, partnering cross-functionally to support full-funnel launches.

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, clarifying product value and improving engagement .
- Built and executed SEO-driven blog strategy increasing organic clicks from 3,100 to 52,500 per month.
- Partnered cross-functionally to develop campaign ideas, refine messaging, and support high-performing digital experiences.

Marketing Performance Manager

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

- Analyzed GA4, Search Console, and sales data to uncover messaging and campaign opportunities across 15 retail locations.
- Built monthly performance dashboards translating audience insights into actionable creative and marketing recommendations.
- Partnered with leadership and creative teams to refine campaigns and landing pages, contributing to a 9% sales lift.

Communications Specialist

GloryBee, Eugene, OR | May 2015 – August 2018

- Wrote blogs, email, social, and PR content supporting national brand initiatives.
- Ghostwrote executive thought leadership that helped position the company president as Chair of the National Honey Board.
- Collaborated with marketing, PR, and design teams to deliver clear, mission-aligned messaging across digital and print channels.

Promotions Writer

KDVR Fox News, Denver, CO | May 1999 – June 2006

- Wrote and edited on-air news promos under same-day broadcast deadlines
- Partnered with producers and on-air talent to shape clear, compelling viewer messaging
- Coached talent on delivery, tone, and promotional positioning.

Education

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