



Harvey Kaner

Senior Copywriter | Associate Creative Director | Customer Journey Specialist & UX Writer | Los Angeles, CA
harveykaner@gmail.com | 310.254.4970 | harveykanercreative.com | linkedin.com/in/harveykaner

PROFESSIONAL SUMMARY

Senior copywriter and creative director with 15+ years crafting human-first copy across global brands — financial services, telecom, insurance, automotive, tech, QSR, and nonprofits. Deep expertise in customer journey writing, UX copy, and performance marketing across digital, direct response, email, video, and social. Fluent in AI tools (ChatGPT, Copilot, Claude, proprietary AI) and deploying them for scaled content production. Known for building brand voices, collaborating on cross-functional teams, and delivering work that hits KPIs. On a mission to rid the world of jargon and business-speak.

KEY STRENGTHS

Brand voice & storytelling | UX copy & product flows | Customer journey writing | Sign-up & onboarding | Retention & re-engagement | AI fluency | Direct response & digital | Performance marketing | Campaign conceptualing | Presenting | Cross-functional collaboration | Mentoring & feedback

EXPERIENCE

Associate Creative Director / Copy | **Dentsu Creative (dentsu)** — Los Angeles

2024 – present

Clients: Capital One/Discover, Gerber Life Insurance, American Express, Nationwide Financial, SoFi Bank, Burger King, Subway

- Wrote end-to-end customer journey copy for Subway and Gerber Life — awareness, sign-up, onboarding, and retention — including Sub Club loyalty program launch and lifecycle flows.
- Wrote push notifications, SMS, and in-app copy across acquisition and re-engagement journeys.
- Collaborated with engineers to train Dentsu Connect, a proprietary AI for scaled content production.
- Developed compelling copy about complex financial products for consumers and small business owners across insurance, banking, and fintech accounts.
- Edited a monthly email newsletter reaching 1.2M+ readers; applied performance creative best practices and testing across digital channels to consistently hit engagement targets.

Senior Copywriter | **KERN (Omnicom)** — Los Angeles

2020 – 2024

Clients: American Express, AT&T, Citibank, DIRECTV, Union Bank

- Wrote customer journey copy for AT&T acquisition campaigns — sign-up, add-a-line, trade-in, and upgrade flows — reaching 240M+ subscribers across email, SMS, and push.
- Crafted retention and re-engagement copy for lapsed AT&T customers, and upsell copy for existing customers — full journey, including awareness, consideration, conversion, and win-back.
- Presented journey-informed copy to clients with clear rationale; managed revisions across multiple stakeholders while maintaining copy integrity and brand voice.

Copywriting Director / Head of Creative (Payments) | **Xsolla** — Sherman Oaks

2020

Platform clients: Fortnite, Twitch, Ubisoft, Roblox

- Directed UX copy, web copy, and email journeys for a global payments platform — building brand positioning for a product driving 85% of company revenue; led U.S. and international creative teams.

Senior Creative / Copywriter | **Edmunds** — Santa Monica

2015 – 2020

- Led UX copy for Edmunds' online leasing product from wireframe to launch — form copy, confirmation states, error messages, and onboarding flows — creating one of the first end-to-end digital leasing experiences in automotive.
- Replaced jargon with customer-first language across site, in email and B2B advertising; mentored writers on brand voice and UX copy best practices.
- Drove 10% YoY revenue growth via strategic rebrand; boosted trade show lead generation 40% through compelling copy; increased B2B meeting volume 320% from the previous year.

Senior Copywriter / Creative Director | **Independent** — Los Angeles & Orange County

2014 – Present

Clients: Blue Cross, Bridgestone, Canon, Firestone, Samsung, Siemens, TrueCar, Zobrist Software Group, and nonprofits

- Built a UX-copy practice at Zobrist Software (Shopify, Salesforce Commerce Cloud) — turning complex technical language into clear, conversion-focused copy for ecommerce clients.
- Elevated national and global brands across automotive, tech, health, and nonprofits through creative direction that boosted awareness.
- Led teams and mentored junior creatives; established brand voice guidelines to keep messaging consistent across all touchpoints.

Creative / Copywriter | **Phelps** — Santa Monica

2008 – 2014

Clients: City of Hope, Meals on Wheels, Panasonic, Public Storage, CapitalSource Bank, SoCalGas, Dunn-Edwards Paints and others

SOFTWARE

Figma | Sketch | InVision | ChatGPT | Microsoft Copilot | Claude | Dentsu Connect (proprietary AI) | Microsoft & Google Suites | Workfront | Slack | Jira | Asana | Basecamp

EDUCATION

MBA, Marketing — USC Marshall | BA, Marketing — Michigan State | Euro Strategy — ESC Lyon, FR | Creative Strategy — Book Shop (LA) | Ad U Grad — thinkLA

INTERESTS

Art & design, finance, yoga, cycling, snowboarding, hiking, nutrition, fitness and wellness