

Copywriter Portfolio

STEFAN GOBLIRSCH

STEFAN.GOBLIRSCH@GMAIL.COM



About me

I am a copywriter and scriptwriter with a background in TV production and digital marketing.

I write copy that entertains, explains and sells, whether it is capturing children's attention in an animated script, sharpening a brand message in a commercial, or creating SEO-driven articles that generate traffic and conversions.

My work spans both entertainment and advertising, and I move seamlessly between creative concept development, linguistic precision and strategic adaptation for digital channels.

I have produced scripts for children's shows and commercials, written campaign copy for international brands and developed content strategies focused on search visibility and brand identity. By combining storytelling with SEO and marketing insights, I ensure that every piece of text resonates with the audience, strengthens the brand voice and delivers measurable results.

Case Studies

Hundprylar.se

SEO articles and top lists (Swedish)



Task: Create content that ranks for important keywords within the dog products niche.

Solution: Wrote guides and top lists such as “Best Dog Insurance 2025” and “Best GPS Trackers for Dogs”. The tone was a balance between trustworthy and approachable.

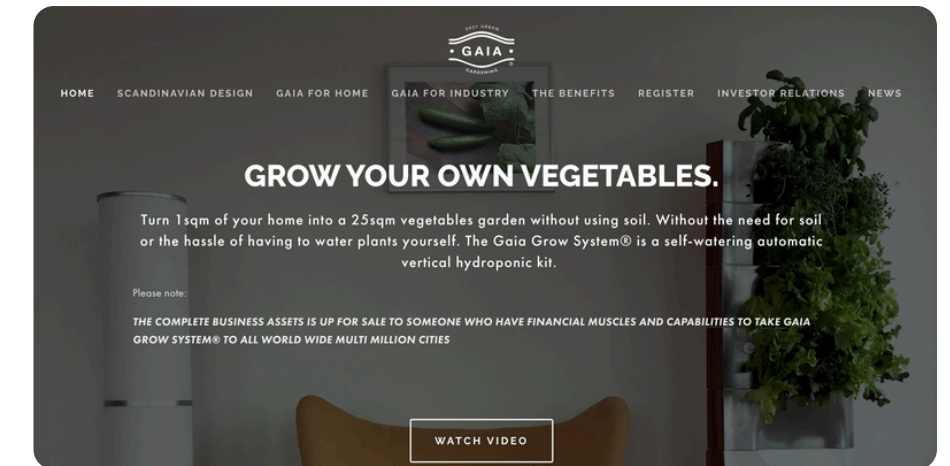
Result: The articles rank on Google for competitive keywords and continuously drive traffic to the site.

[Hundprylar.se](https://hundprylar.se)

Case Studies

Getgaia.com

SEO-optimized articles on sustainability and product-focused articles on the Gaia Grow System (English)



Task: Communicate complex environmental issues in a simple and inspiring way.
Solution: Wrote articles that explain sustainable technology and circular consumption for a broad audience.

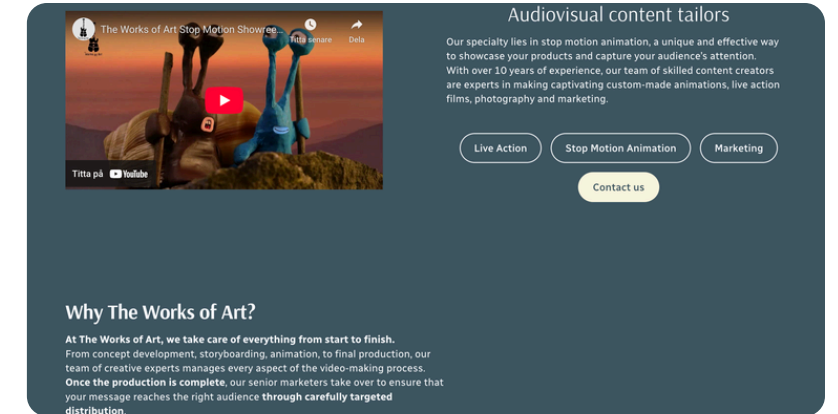
Result: The texts are used both on the website and in social media, strengthening the brand's credibility in sustainability.

[Getgaia.com](https://getgaia.com)

Case Studies

The Works of Art

SEO copy for The Works of Art STHLM-BCN AB (English)



Task: Build a website for my production company that both presents our services and attracts new clients through Google.

Solution: Wrote all copy in English with SEO as the foundation. Focused on keywords within animation, stop motion, and branded content. The texts combine a clear brand voice with search optimization that drives traffic.

Result: The site ranks for relevant keywords in the niche animation field and has generated international client inquiries. The work demonstrates my ability to write SEO-adapted texts that also build identity and trust.

Theworksofart.se

Scriptwriting

Slime Time, season 1

Animated comedy series for preschool children

Task: Create humor for children in a format that works without a spoken language, yet still feels lively.

Solution: Wrote short, visual scripts where each episode is built on slapstick, sound effects, and clear character traits. The “language” became rhythmic and playful, and the plots were structured around simple but surprising premises.

Result: The series was produced in stop motion and screened at international festivals. My scriptwriting demonstrates the ability to write accessible, funny, and universal stories without losing pace or humor.



Scriptwriting

Coffee Shop, sea

Animated comedy series for adults

Task: Create short scripts for an adult audience that mix humor, everyday absurdity, and cultural references.

Solution: Wrote one-minute episodes where every line was carefully crafted to deliver quick laughs while building character. I used linguistic twists, callbacks, and contrasts between the banal and the philosophical.

Result: The series is used in brand partnership pitches and at festivals. My work demonstrates the ability to write humorous, topical, and entertaining short-format scripts with a strong sense of brand identity.



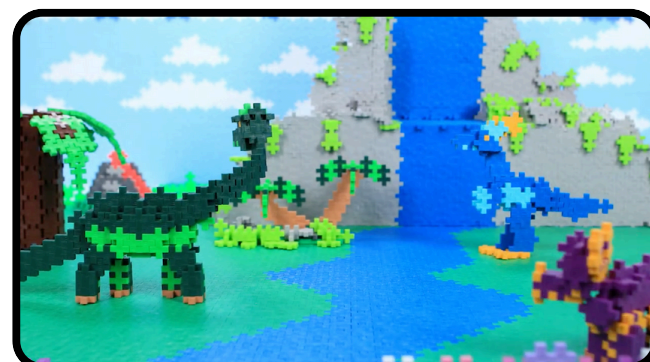
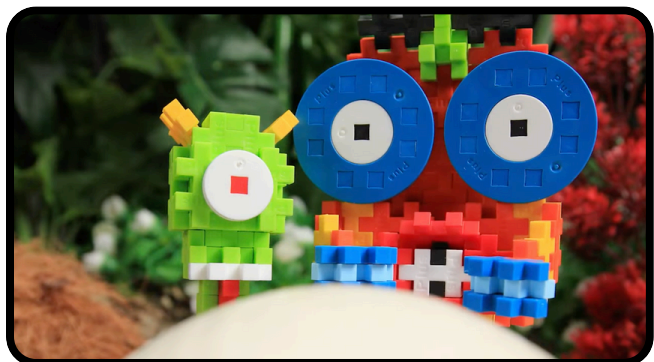
Concept - Social Media

Concept development for Plus-Plus A/S

Task: Strengthen the brand through engaging short-form content for a global audience.

Solution: Developed ideas and scripts for around fifty social media films. Each concept was adapted to the audience's behavior in digital channels and built on a playful tone of voice that fits the brand. The focus was on creating entertaining content that feels more like storytelling than advertising.

Result: The films are continuously used on Plus-Plus's international channels and have helped build a consistent brand voice online. The work demonstrates my ability to combine creative concept development with a strong understanding of social media and audience adaptation.



Copywriting Versatility

- **SEO-optimized articles**

Texts that are easy to read yet built to rank on Google. I combine research with relevant keyword strategy so the content both attracts readers and drives traffic.

- **Advertising copy and slogans**

Short and impactful copy that captures the essence of a message. I write headlines, slogans, and campaign texts that engage instantly and stay memorable.

- **Social media copy**

Texts and concepts adapted for the fast-paced flow. I know how to grab attention in seconds and build engagement with a tone that feels authentic.

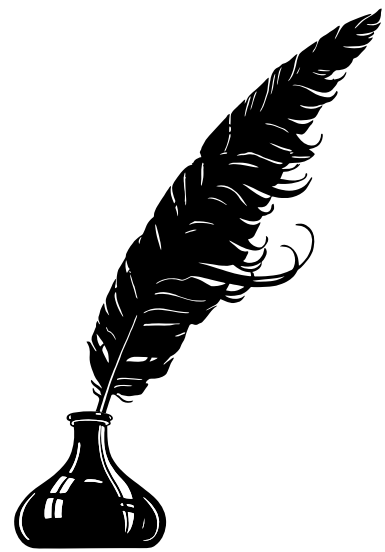
- **Scripts for film, animation, and advertising**

From children's programming to commercials and short-form stop motion. I create scripts that are clear, entertaining, and tailored to visual storytelling across genres.

- **Brand storytelling**

I weave brand identity into a narrative that feels human. By combining facts, tone of voice, and emotion, I make the message more memorable and trustworthy.

Thank you!



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stefan.goblirsch@gmail.com