

# Laurie Goodman

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## Summary of Qualifications

- Versatile copywriter and editor with a strong customer-focus and skill for translating brands' products & services into clear, compelling, benefit-oriented communications that drive action
- Excellent concept, writing and project management skills
- Collaborative creative leader. I bring people together to deliver consistent storytelling and visual execution across channels.
- Financial services expertise with strong attention to detail and facility with legal/compliance issues
- Ability to balance bottom-line performance with powerful creative concepts, on time and on budget
- Leadership to focus a team's energy to motivate, coach and mentor as needed
- Extensive and successful experience in corporate communications, branding, creative, copywriting & editing, marketing strategy, production, circulation, prepress & printing, response analysis, staffing & workflow

## Experience

### Highlights

- **Marcus by Goldman Sachs** – I oversee Copywriting and Creative Services for multiple lines of business under the Marcus by Goldman Sachs consumer brand with a primary focus on copy: Delivering consistency and efficiency across marketing, advertising and customer communications.
- **GE Capital Bank** – Helped launch internal creative & communications team that supported this consumer savings bank from launch to \$7B deposits in less than two years, prior to its acquisition by Goldman Sachs Bank.
- **Sundance** – Helped create a retail brand & voice that endures 32 years later.
- **Genesis Direct** – Began as Copy Chief for the largest consolidator of catalog brands. After one year, I was promoted to manager of all creative for 25 catalog titles.

### **Head of Creative Services/Copy Lead, VP, Marcus by Goldman Sachs 4/19 to present**

Manage team of copywriters and project manager to deliver consistent, integrated marketing, advertising, social media, customer communications and UX copy in a high-volume, growth environment. As part of the Marcus Brand team, I collaborate with business stakeholders and agency partners to manage deliverables from concept through Legal and Compliance approvals for existing and launching products.

### **Senior Copywriter, Associate, Marcus by Goldman Sachs 4/16 to 4/19 and GE Capital Bank 7/13 to 4/16**

Worked closely with business partners to develop marketing and advertising campaigns and write clear and transparent customer communications, call center scripts, customer service talking points, editorial content/articles, banner ads, social media assets, marketing emails, paid search, FAQs, internal press releases, UX copy and more. Helped manage communications rebrand from GE Capital Bank to GS Bank to Marcus.

### **Senior Copywriter, Creative & Project Management, Freelance (12 years)**

Provided copywriting, concept development, creative strategy, internal/external communications and project management to multi-channel marketers: catalogs, websites, corporate communications, direct mail/e-mail, banners, newsletters, business plans, white papers and customer service communications. (See next page for past clients.)

### **Director of Direct Marketing & Creative, Awards.com (2 years)**

Established this new brand as a retail catalog and online business, from concept and writing the business plan through deployment of \$25 million direct marketing budget and management of all creative/production for print and web.

### **Copy Chief & Director of Creative Development, Genesis Direct (2 years)**

Directed all brand positioning and copywriting for 25+ catalog titles (each a distinct brand). Supervised all creative strategy and production for 9 catalogs and 2 e-commerce websites. Managed writers and designers; worked with brand owners to develop concepts and offers.

### **Vice President, Principal, Boomerang Direct Marketing (1 year)**

Launched boutique catalog agency to provide creative and production services to catalog companies of all sizes.

### **Account Services Manager & Production Manager, The MoreNow Corporation (5 years)**

## Education

Bachelor of Arts, Journalism/Mass Communications, University of Denver

Master of Arts, Soviet & East European Studies, University of Kansas

Courses at Leningrad State University, USSR

## **Awards, Industry Activity, Etc.**

- Speaker, "Developing your Catalog's Unique Voice," Direct Marketing Association National Conferences
- American Catalog Awards, Silver & Gold Award Winner
- Lecturer at New York University School of Professional & Continuing Studies, Master's in Direct Marketing program.

## **Client History**

*Samples and/or links available upon request*

Throughout my career, I've helped brands of all sizes tell their stories in order to attract, convert, connect and build lasting relationships with customers.

### **Business/Financial**

American Express  
Awards.com  
CFO Magazine  
Direct Mktg Technology  
Experian  
Frontier Communications  
GE Capital Bank  
Marcus by Goldman Sachs  
Hello Direct  
HyperQuality  
Integrated Direct Marketing  
NEBS  
New England Serum Co.  
Nightingale Conant  
Office Depot  
Rubber Stampede  
Successories

### **Gifts & Travel**

A Southern Season  
Carol Wright Gifts  
David Kay  
Oriental Trading Co.  
Pebble Beach Catalog  
Playboy Catalog  
Rand McNally  
RCI  
The Voyager's Collection

### **Apparel/Fashion**

Alpha Shirt Co.  
Brooks Brothers  
Devon & Jones  
Esprit  
Maryland Square Shoes  
Popular Club  
Quixtar Store for More

### **High-Tech**

Broderbund Software  
Businessland Direct  
Intuit  
Oracle  
Power Up! Software  
Software Publishing Corp  
The Learning Company  
Lifestyle Fascination  
LinkedIn  
Unisys  
Capturepoint  
PingMobile

### **Children & Family**

American Girl  
Animal Town  
Biobottoms  
Company Kids  
Disney Store  
Hand In Hand  
HearthSong  
LEGO  
Playclothes  
Pleasant Company  
Spilsbury  
The Right Start

### **Sports**

1-800-ProTeam  
From the Sidelines (NFL)  
Hot Off The Ice (NHL)  
Major League Baseball  
National Basketball Association  
Redline (NASCAR)

### **Food**

Dale & Thomas Popcorn  
Ethel M Chocolates  
Gevalia Coffee  
Godiva  
Happy Apple  
Honeybaked Ham  
See's Candies  
Wolferman's

### **Home/Garden/Lifestyle**

A High Country Garden  
Back In The Saddle  
Bed, Bath & Beyond  
Char-Broil Grill Lovers  
Domestications  
Dr. Leonard's  
Frontgate  
Nautilus  
Petals  
Sugar Hill  
Sundance  
The Company Store

### **Miscellaneous**

Company Living Blog  
Consumer Reports  
PhotoWorks  
The Safety Zone  
Say No To Big Money  
SelfCare  
Tool Town