

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