

Laurie Goodman NYC / NJ | 551-206-1996 | lauriegood@mac.com

STRATEGIC WRITING & MARKETING LEADER

Copy Director • Creative Executive • Brand Storytelling

Marketing communications executive with 20+ years of experience leading enterprise-scale writing strategy, brand storytelling, and integrated marketing programs. Proven ability to build and mentor high-performing teams, define creative standards, and deliver compelling, compliant content across paid, owned, and earned channels. Trusted partner to senior stakeholders in complex, highly regulated environments.

CORE COMPETENCIES

- Strategic Writing Leadership & Creative Vision
 - Brand Voice & Narrative Development
 - Integrated Marketing & Campaign Strategy
 - Team Leadership, Coaching & Talent Development
 - Cross-Functional & Executive Stakeholder Collaboration
 - Content Operations & Process Optimization
 - UX & Customer Communications Strategy
 - Compliance-Driven Communications
 - Enterprise Program Leadership
 - Curious and creative approach to adoption of AI-Enhanced Writing & Content Tools
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PROFESSIONAL EXPERIENCE

Marcus by Goldman Sachs — New York, NY

Vice President, Copy Director & Creative Services Lead | April 2019 – Present

- Direct enterprise-wide writing strategy and creative execution across marketing, advertising, social, UX, and customer communications for multiple consumer financial products.
 - Lead and mentor a team of writers and creative leaders, establishing clear creative standards, performance expectations, and growth pathways.
 - Partner with senior business leaders, product, UX, legal/compliance, and agency partners to shape strategic narratives for new product launches and ongoing lifecycle communications.
 - Design and implement scalable content workflows to improve efficiency, reduce review cycles and increase productivity without sacrificing quality or compliance.
 - Champion consistent brand voice across all channels, strengthening customer trust and clarity in a highly regulated financial environment.
 - Contribute to enterprise discussions around emerging technologies, including AI-enabled writing workflows.
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Marcus by Goldman Sachs / GE Capital Bank — Chicago, IL

Senior Copywriter, Marcus | April 2016 – April 2019

Senior Copywriter, GE Capital Bank | July 2013 – April 2016

- Developed integrated marketing and advertising campaigns across email, paid media, social, UX, and customer communications.
 - Authored clear, transparent customer-facing content including call-center scripts, FAQs, service messaging, editorial articles, internal communications, and UX copy.
 - Played a key role in the enterprise-wide rebrand from GE Capital Bank to GS Bank to Marcus, ensuring cohesive narrative and tone across all customer touchpoints.
 - Collaborated closely with cross-functional partners to align messaging with business objectives, regulatory requirements, and customer needs.
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Senior Copywriter & Creative Project Manager (Freelance) — NYC / NJ | 12 Years

- Provided strategic copywriting, creative direction, and project leadership for multi-channel marketing programs including catalogs, websites, direct mail, email, banners, newsletters, business plans, and white papers.
 - Partnered with clients across industries to develop compelling brand narratives that supported acquisition, conversion, and retention goals.
 - Managed creative workflows and production schedules to ensure on-time, on-budget delivery of high-quality work.
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Awards.com — Director of Direct Marketing & Creative — Lyndhurst, NJ | 2 Years

- Launched and scaled a new retail catalog and e-commerce brand from concept through execution.
 - Authored the business plan and directed a \$25M direct marketing budget.
 - Led all creative and production for print and digital channels, driving revenue growth and brand recognition.
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Genesis Direct — Copy Chief & Director of Creative Development — Secaucus, NJ | 2 Years

- Oversaw brand positioning, creative strategy, and copywriting for 25+ distinct catalog brands and multiple e-commerce platforms.
 - Managed writers, designers, and production teams to deliver cohesive brand storytelling and high-performing offers across channels.
 - Partnered with brand owners to develop concepts that balanced creative impact with commercial performance.
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The MoreNow Corporation — Account Services Mgr & Production Mgr — Sausalito, CA | 5 Years

- Managed client relationships, production workflows, and creative execution for direct marketing.
 - Built early expertise in operational excellence, vendor management, and cross-functional coordination.
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EDUCATION

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

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

Additional Coursework, Leningrad State University, USSR