

**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.

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### 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