

JEFF GOLDMAN

Senior Copywriter

DETAILS

- [Online portfolio](#)
- [LinkedIn page](#)

PROFESSIONAL SURMAY

Storyteller. Brand builder. Passion magnet. Team maker. Change agent.

I'm here for more of what I've been loving for 25+ years: Building marketing success across all industries. In B2C and B2B, from healthcare and technology to travel/destinations, packaged goods, manufacturing, personal services, financial, education, nonprofit and much more, across all marketing channels. Curious how I'd approach a niche service or a startup product line? Just ask, I'll give you a result-driven idea that will knock your socks off. Ask nicely and you might get three.

I'm at your service. Let's talk.

SKILLS

- Advertising, marketing, PR
- Building client relationships
- Time management
- Data-driven decision making
- Copywriting
- Team leader
- Creative vision
- Content strategy
- Concepting
- Brand strategy
- Editing/proofreading
- Deadline/budget oriented

WORK HISTORY

ASSOCIATE CREATIVE DIRECTOR

1/2014 to 8/2024

Brown Parker & DeMarinis Advertising, Boca Raton, FL

Transformed a small healthcare marketing agency into a prominent national player, to drive exponential growth and market expansion.

- Formulated and implemented innovative campaigns that harnessed the power of unexpected solutions within industry and deliver results far beyond client expectations.
- Earned 900+ million impressions, generated 75k+ new patient leads per year across 80 West Coast communities for Adventist Health with the "Made for More" campaign.
- Masterfully used all media, new and traditional, to increase heads in beds systemwide at a time when competitors were losing patients.
- 1200+ lives saved in California alone, directly attributed to our strategic work targeting consumers with health risks.
- Created the iconic "Someday Starts Today" campaign for Florida Hospital, resulting in a sustained rise in patient counts for Central Florida's #1 health system, surpassing all client expectations, cementing a vital long-term client relationship with the agency.

OWNER/OPERATOR

1/2011 to 1/2014

Generation App, Miami, FL

Delivered consulting services to multiple small companies and brands, provided support for growth and development.

- Successfully facilitated the expansion of education company Learning Sciences International into three new U.S. states.
- Achieved 10,000+ e-book sales in single day, assisting a first-time author in launching a self-published e-book. Created and implemented a national media tour, including appearances on multiple national radio shows, including the Howard Stern Radio Show.

PRINCIPAL/CREATIVE DIRECTOR

7/2005 to 1/2011

Russell Shaw, Austin, TX

Started an agency with two professionals, two computers and one dream.

- Built winning strategies to solve the challenges of the most challenging clients, from developing strategies and writing creative briefs to creative delivery and reporting results.
- Won and co-managed accounts for high-profile clients including AOL, Southwest Airlines, Seton Family of Hospitals, Environmental Defense and the American Heart Association by delivering exceptional results.
- Generated more than \$5M in yearly billings and expanded the team to thirteen full-time employees by fueling the continual development of the ad agency within just five years.

SENIOR COPYWRITER

6/2004 to 7/2005

Sabatino/Day, Dayton, OH

- Developed strategy, creative direction and fulfillment for industry leaders such as Emerson, LexisNexis and Pioneer.
- Created branded entertainment campaigns that went beyond advertising, into experiential and event marketing.
- Gained experience in the entertainment industry.

CREATIVE DIRECTOR

1/2000 to 6/2004

Innis Maggiore Group, Canton, OH

- Grew a local \$11 million agency into a \$39 million regional player, earning the title "Ohio's Fastest Growing Agency" by Advertising Age for two consecutive years.
- Led the creative for pitches, including the win of Microsoft's entire U.S. MSN direct-mail account.
- Earned the agency's first national creative awards.

COPYWRITER

7/1995 to 1/2000

Rives Carlberg, Houston, TX

- Led national and regional accounts, including KFC, Jiffy Lube, Compaq, Igloo, Rheem, the Houston 2012 Olympic Committee, the Houston Chronicle and Texas Commerce Bank.
- Gained trusted relationships with my clients and learned the finer points of client service.

EDUCATIONBachelor of Science in Advertising, University of Texas, Austin
