




# stefanie goodman

associate creative director & copywriter

## contact

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Charlotte, NC 

## education

Copywriting  
*The Creative Circus*  
2011 - 2013

Bachelor of Arts,  
Journalism & Mass Comm  
*UNC - Chapel Hill*  
2007 - 2011

## awards

EFFIES - 1x gold  
ADDYS - 1x gold, 1x bronze  
REGGIES - 1x silver  
CLIO Sports - 1x bronze

## skills

Concept Development  
Leadership  
Presenting  
TV, Radio & OOH  
Packaging & Branding  
Organization  
Baking & Cooking Decorating

## hello

I'm a sometimes Senior Copywriter, sometimes Associate Creative Director with a decade of experience in the industry, developing concepts and writing all forms of copy for national brands. Outside of work, I'm at a cat person and an aspiring bakery-owner. Want to know more? Let's talk!

## work experience

Senior Copywriter April 2022 - Present

### VMLY&R Commerce

- Work on the Molson Coors, Intel and Coca Cola teams developing concepts for on-prem and retail accounts to raise awareness of our brands and drive trial and purchase at the consumer level
- Manage multiple projects across the Molson Coors portfolio of hard seltzer and beer brands, and regularly lead calls and present to clients
- Collaborate with my core team and inter-agency teams to ideate and develop national campaigns for our brands in Canada and the United States
- Responsible for producing clear and effective copy for presentation decks and in-market campaigns utilizing various brand tones and voices

Associate Creative Director 2015 - 2022

### Tracy-Locke

- Worked on the Pepsi North and South Division teams developing concepts and crafting copy for regional campaigns including POS, digital and social content, TV and radio spots, packaging and out-of-home
- Managed my team day-to-day, leading briefings, delegating work and giving feedback to other copywriters and art directors on my team
- Routinely ran content and photoshoots and presented to high-level clients
- Wrote succinct and effective case study videos for internal use and award show submissions
- Collaborated with the strategy team to find unique and relevant consumers insights to help sell ideas in

Copywriter 2014-2015

### Wunderman

- Worked on the Land Rover and Coca Cola teams writing and crafting brand communications such as e-mails, banner ads, direct mailers, and social and digital content
- Collaborated with the Senior Copywriter and core team to develop concepts for national digital campaigns

Copywriter 2013-2014

### Caesars Entertainment

- Developed brand communication for Caesars Palace, Harrah's Casino and World Series of Poker including e-mails, banner ads, billboards, landing pages, social media and SEO-focused copy