

Gillian Goodman

56 Willard Ave Sleepy Hollow NY 10591 | gilliantgman@gmail.com | gilliantgoodman.com | 914-380-2168

Education

WILLIAMS COLLEGE

B.A., English Literature & French Literature

Cumulative GPA: 3.8

Williamstown, MA

Sept 2014 - May 2018

Honors: *Cum Laude*

Winner of Michael Davitt-Bell Prize in Literature

Class of 1960s Scholar, Dean's List all semesters

Work Experience

Aid Pioneers

Freelance Writer + Creative Director

BERLIN, GERMANY

September 2022 – Present

- Concepting, writing, and co-directing brand image film for international development non-profit Aid Pioneers
- Consulting on film for project case study—an ongoing effort sourcing and shipping \$400,000 worth medical supplies to 22 frontline hospitals in Ukraine
- Writing and designing Aid Pioneers website—defining vision, shaping project sectors, and outlining projects as well as crafting a cohesive visual identity

Ogilvy

Senior Copywriter

Copywriter

Junior Copywriter

NEW YORK, NY

April 2022-September 2022

March 2021— April 2022

August 2018 — March 2021

- Clients include: Samsung, IBM, Ad Council, Audi, Absolut Vodka, IKEA and Nestle - Gerber, San Pellegrino, Perrier
- Selected Awards include: Clio, One Show, London International Awards
- Concepted, wrote and produced \$1M national and global campaigns across TVC, social, print, OOH and digital
- Led productions in Poland, Canada, and domestically for multiple 360 integrated campaigns

Moonshot Productions

Writer & Production Resident

NEW YORK, NY

June – August 2017

- Concepted and wrote segments for scripted and reality programming for broadcast, collaborating with research and editorial to produce final scripts
- Coordinated national and international shoots for content in sports, fashion, branded content, and lifestyle

Tatra Press

Marketing Manager

NEW YORK, NY

June — August 2016

- Led the release of centerpiece new title for the imprint, creating a cohesive brand identity for the launch
- Produced and wrote marketing materials including a branded newsletter, website, and social campaign
- Led direct-to-seller efforts to land bookstore partnerships

Beaufort Books Publishing House

Editorial Resident

NEW YORK, NY

June — August 2016

- Coordinated and evaluated over 500 incoming manuscripts for fiction, non-fiction, and memoir.
- Produced online tutorials for the existing ISBN database and author portal, working with distribution partners to find efficiencies

Skills & Competencies

- **Skills:** Adobe Creative Suite - Premiere Pro, InDesign, Illustrator, Microsoft Creative Suite. Audio editing: Hindenburg
- **Languages:** French (Advanced), English (Native)
- **Coxswain** Varsity Men's Crew Team *2014 - 2016*