

# ED GODWIN, COPYWRITER

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## **Associate Creative Director/Copywriter**

Twenty plus years experience as a copywriter, building brands through general, digital, and one-on-one marketing across all media. Background in a wide array of categories, including telecom, financial services, hospitality, pharmaceuticals, automobiles, technology, package goods and children's books. Specialties include leveraging the brand voice to create strategic compelling direct response advertising. Extensive digital and DRTV background. Excellent conceptual, strategic, client management and supervisory skills.

## **FREELANCE: (5/07 - present)**

Banners, Emails, Web Copy, Social, Print, Radio, Outdoor, Tag Lines, Events, and PPT Presentations

Brands Include: American Express, Aubagio, BMW, Broadridge, Citibank, Crown Castle, Deuteche Bank, Domo, Duke University Fuqua School of Business, Egglands Eggs, Hess Toy Truck, Hilton Hotels, Lemtrada, Liquidnet, Loews Hotels, Meryll Lynch, Ms. Foundation For Women, Nook, One Medical Group, Prudential, Radio Shack, Tradeweb, Tupperware, Viiv, Weight Watchers, Wyndham Hotels

## **Associate Creative Director, Javelin Direct (5/06 - 5/07)**

Clients: AT&T, FedEx, Levitra, DuoNeb, Nasonex

- Member of winning Levitra pitch team
- Part of Lead Creative Team for Javelin's NY office
- Integrated and partnered with GSD&M and BBDO

## **Associate Creative Director, Merkley + Partners/i2i Communications (6/01 - 5/06)**

Clients: BellSouth, Pfizer/Lipitor, Prevacid, Mercedes-Benz, Elidel, Subaru, DuoNeb, AT&T, BigTent

- Member of the winning Prevacid, BigTent and Subaru pitch teams
- Integrated and partnered with Merkely +Partners and DDB
- 2006 PhAME award winner – Pfizer MyHeart Now kit
- Co-wrote I2i Website

## **Copy Supervisor, Grey Direct – now Geometry Global (5/97 - 4/01)**

Clients: Audi, Chase Manhattan Bank – credit card and HELOC, Glaxo: Flonase, Flovent & Serevent, Goldman Sachs, Lexmark, New York Lottery, Renaissance Cruises, Sprint B to B

- Part of the winning Goldman Sachs Personal Wealth Management pitch team
- Member of the launch team for the Audi A8

## **Copywriter, McCann Erickson (12/89 - 2/93)**

Clients: Brooks Brothers, Coca Cola, Dristan, Light n' Lively, L'Oreal Cosmetics, Lufthansa, PowerAde, Promise Margarine and Wamsutta Sheets

- Member of the launch team for PowerAid
- Clio finalist: Wamsutta Sheets

## **Education**

University of Houston, Bachelor of Science in Merchandising

University of Texas at Austin, Master of Art in Advertising

Columbia University, Master of Science in Social Work