

# GABE GOLDBERG

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## OBJECTIVE

To break new ground as a copywriter collaborating with a passionate team that encourages thinking more than writing while developing creative solutions that help build lasting relationships with consumers. All in one breath.

## EXPERIENCE

Freelance Copywriter 12/01-present. Creative thinking and writing for national print ads, in-store POS signage, catalogs, radio spots and billboards for Timberland, Clarks, Marshmallow Fluff, Gillette, Cabot, Polartec, ECCO, Satcom and Woolrich. Working with art directors and designers on global marketing and advertising initiatives while managing to still have tremendous fun.

The FFWD Group, 2/01-12/01. Copy Director. Brought aboard to help the brand team establish a language and feel for the newly consolidated advertising agency. Writing included print and interactive branding and marketing copy for NY, Dallas, Denver, Chicago and Minneapolis based agency.

AGENCY.COM, 6/99-2/01. Senior Copywriter. Leadership, incredible collaborative creation, corporate branding, content strategy and site copy for Sprint, OnStar, WeddingNetwork, VISA, GM, GMAC Insurance, StoreRunner, Puma and Incyte Genomics—the largest account in the AGENCY.COM worldwide network.

Universal Studios, 6/98-6/99. Writer, both creative and technical. Original web and print content for studio projects and co-branded startups.

Warner Brothers/NBC, *Friends*, 1997-98. Production Assistant, then Script Coordinator. On-set work with writers, producers and cast for the NBC sitcom: Started off pouring coffee, ended up working on the scripts.

The Anchor Network, 1995-96. Associate for motion picture market research firm. Interviewed movie-watchers for Universal, Paramount, Columbia and Warner Brothers studios.

## SKILLS

Proficient in writing for print and interactive, outdoor advertising, corporate identity, product naming and brand development.

## EDUCATION

Emerson College, Boston, Mass. – BS, Visual and Media Arts (Writing, Advertising, Film).

REFERENCES AVAILABLE UPON REQUEST.