

WARREN GOLDIE

Baltimore, Maryland

warrengoldie@hotmail.com / 641-451-7301

www.WarrenGoldie.com

MARKETING COMMUNICATIONS MANAGER AND SENIOR COPYWRITER

Writer and developer of B2B content, copy and strategy that generates revenue and builds brands, with a passion for helping startups and early stage companies generate leads and strengthen customer acquisition. Over 25 years assisting on more than \$300M of projects in technology, entertainment and education.

ACCOMPLISHMENTS

Communications Consultant/Writer

1996 – Present

L.A., DC, IOWA

Provide strategic writing services to small business to Fortune 100 clients, including: IBM, Texas Instruments, Candle Corp., K12, eFax, Xdrive, Wild Divine, PictureTel, Naviance, Ideal Energy, Iowa State Bank and more. Write marketing copy, websites, articles, proposals, email, brochures, case studies, SEO content, white papers, ads, video, and press materials.

Sr. Marketing Communications Manager

2014 - 2016

GLOBAL ID GROUP, FAIRFIELD, IOWA

Developed and implemented marcom strategy, managed brands and developed value-driven content for 4 food and agricultural product certifiers, including the GMO-testing lab Genetic ID and Non-GMO Project food expert, FoodChain ID.

- ⊕ Developed websites, articles and marketing collateral increasing inquiries 3x for FoodChain ID, certifier of 80+ percent of the \$16B non-GMO food and consumer products market
- ⊕ Working with senior executives, played key role in a rebranding that contributed to a fourfold increase in valuation at Global ID Group's sale in Dec. 2016
- ⊕ Developed communications and PR, led creative team, produced email marketing pieces and built social networks on Facebook, Twitter and Linked In

Senior Writer

2012 - 14

MAHARISHI UNIVERSITY OF MANAGEMENT, FAIRFIELD, IOWA

Wrote web content, articles, emails and alumni profiles for a liberal arts college, blending a knowledge of mind-body-spirit marketing and higher education to significantly increase enrollments.

Marketing Communications Manager

2006 - 09

MINDWORKS, INC., BROOMFIELD, CO

Led marketing communications at an SAP software professional services firm, helping the company grow from \$5 to \$14M revenue in three years.

- ⊕ Developed corporate brand and product messaging, wrote collateral, produced websites, managed email marketing and secured press coverage
- ⊕ Developed brand and launched SelectRefresh enterprise software
- ⊕ Managed vendor relationships, vendors, Salesforce accounts, and trade show planning

Senior Writer/Editor

2002 - 05

BALTIMORE CITY PUBLIC SCHOOLS, BALTIMORE, MD

Working in the research department, edited academic papers, program evaluations, newsletters, memos and speeches aiding in improving programs and bolstering the image of an urban school system.

CONTRACT WRITER, LOS ANGELES, CA

1995 - 01

- ⊕ At Candle Corporation (a \$400M enterprise software developer), wrote corporate and product brochures, case studies, press guides, white papers and web content. Hired for a single project, retained for three years
- ⊕ Provided creative concepts and wrote hundreds of marketing collateral pieces to elevate the sales of 20+ consumer and B2B software and online firms including Encore Software, Everypath, Enfish, Storactive, HealthWindows, eFax, eVoice and more
- ⊕ As managing editor of TI Tomorrow, a Texas Instruments' website, helped win runner-up for the Smithsonian Institution Innovation award. Drafted the award-nominated application
- ⊕ At CyberMedia, wrote copy for industry-leading boxed PC software products First Aid, Oil Change, Uninstaller, and Guard Dog. Created and edited intranet
- ⊕ Wrote documentary scripts for kiosk exhibits about seafaring at Newport Nautical Museum
- ⊕ At the Galef Insitutute, co-wrote The Ever-Evolving Encyclopedia, a fifth-grade history textbook
- ⊕ Ghostwrote articles on corporate executive development for Fortune 500 consultants

Literature Development Manager

1994 - 95

SURVIVORS OF THE SHOAH VISUAL HISTORY FOUNDATION, LOS ANGELES, CA

Managed development of educational and press literature for the world's largest Holocaust oral history project, based at Universal Studios and chaired by Steven Spielberg. Founded and edited the newsletter *Past Forward*, including ghostwriting articles for Spielberg. Managed writers, staff and volunteers.

Film, TV, Stage and Creative Writing

- ⊕ Screenplay Analyst, Universal Studios & Twentieth Century Fox, Hollywood, CA, 1991-92. Evaluated TV and film scripts for development department of directors Ed Zwick and Marshall Herskovitz (Bedford Falls Company) and writer George Gallo (Sweet Revenge Productions)
- ⊕ Contributing Writer, Baltimore Sun, Baltimore City Paper, 1990-91, The Iowa Source, 2013-14
- ⊕ Author, Trenches, a finalist in playwrights festivals in Baltimore and Denver
- ⊕ Author, Waking Maya, a novel

EDUCATION

Bachelor of Science, cum laude, Biological Science, Towson University, Baltimore, Maryland

- ⊕ Radio announcer, university radio station WCVT
- ⊕ Studio TV cameraman