

# WARREN GOLDIE

Fairfield, Iowa

warrengoldiewriting@gmail.com / 641-451-7301

www.WarrenGoldie.com

www.linkedin.com/in/warrengoldie/

## SENIOR WRITER AND COMMUNICATIONS SPECIALIST

Strong background writing for web, print, social, video and email in support of consumer and B2B marketing. Producer of clear, compelling and persuasive copy. Managed marcom writing and strategy for Fortune 100 to small business in projects in technology, entertainment and education. Standout conceptual and creative skills. A leader and collaborator, at ease working with content teams and internal and external partners. Digitally savvy, CMS capable, able to assume responsibility for company's full marcom. Agency and management experience.

## ACCOMPLISHMENTS

**Content Writer, Copywriter, Marketing Strategist** 1996-Present

L.A., DC, IOWA

Clients include: IBM, Texas Instruments, Candle Corp., K12, eFax, Xdrive, Wild Divine, PictureTel, Naviance, Ideal Energy, Iowa State Bank, and 40+ others. Projects: websites, articles, email, SEO content, proposals, case studies, ads, training materials, video, publicity and more.

**Sr. Marketing Communications Manager** 2014-16

GLOBAL ID GROUP, FAIRFIELD, IOWA

Developed and implemented marcom strategy and web/print collateral for a parent company and 4 subsidiaries in the \$25B non-GMO/organic foods space, including Non-GMO Project food certifier, FoodChain ID and testing laboratory Genetic ID.

- ⊕ Developed and wrote websites and lines of marketing collateral for all companies and products. Result: inquiries increased 300%
- ⊕ Held a key role in a corporate rebranding, resulting in a fourfold increase in valuation at the sale of Global ID Group in Dec. 2016
- ⊕ Developed communications and press materials, led a design team, and built social networks on Facebook, Twitter and LinkedIn, garnering extensive positive coverage

**Senior Writer** 2012-14

MAHARISHI UNIVERSITY OF MANAGEMENT, FAIRFIELD, IOWA

Wrote articles, executive communications, email and content for a liberal arts college notable for its holistic health perspective. Assisted in fundraising and development projects, helping garner contributions, positive press and increased enrollments.

**Marketing Communications Manager** 2006-09

MINDWORKS, INC., BROOMFIELD, CO

Led marketing communications for a professional services firm specializing in SAP software support to larger corporations. Helped grow the company from \$5 to \$14 million in 3 years.

- ⊕ Wrote collateral, managed brands, produced websites, wrote marcom, secured press coverage
- ⊕ Edited and assisted in writing and editing proposals
- ⊕ Managed vendors, design agency, Salesforce accounts and trade show planning

**Contract Writer/Editor, Research Dept.**

2002-05

BALTIMORE CITY PUBLIC SCHOOLS, BALTIMORE, MD

Edited academic papers, newsletters, articles, memos and speeches, helping improve the image of a 90,000-student urban school system.

**CONTRACT WRITER, LOS ANGELES, CA**

1995-01

- ⊕ Developed concepts and wrote hundreds of marketing pieces, supporting 20+ consumer-oriented and B2B software firms including Encore Software, Everypath, Enfish, Storactive, HealthWindows, eFax, eVoice and others
- ⊕ For \$400M enterprise software firm Candle Corp., wrote brochures, case studies, press guides, white papers and web content. Hired for a single project, retained for three years
- ⊕ As managing editor of Texas Instruments' website TI Tomorrow, won runner-up honors for the Smithsonian Institution Innovation award. Drafted the award-nominated application
- ⊕ For CyberMedia, wrote copy for industry-leading boxed PC software products First Aid, Oil Change, Uninstaller, and Guard Dog. Created and edited the company's intranet
- ⊕ Wrote scripts for kiosk documentary exhibits at Newport Nautical Museum
- ⊕ At Galef Insitute, 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 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* and ghostwrote 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 directors Ed Zwick and Marshall Herskovitz of Bedford Falls Company and writer/director George Gallo of Sweet Revenge Productions.
- ⊕ Contributing Writer, *Baltimore Sun*, *Baltimore City Paper*, *Iowa Source*
- ⊕ Playwright, *Trenches*, finalist in playwright's festivals in Baltimore and Denver
- ⊕ Novelist, *Waking Maya*, #1 Amazon bestseller in visionary fiction

**EDUCATION**

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

- ⊕ Radio announcer for WCVT news
- ⊕ Studio TV cameraman for Food Business News, Firing Line and other shows