

## Nate Goodwin

### Senior Creative

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## Education

### University of South Carolina: 2012 - 2016

Advertising & Psychology

### The Creative Circus: 2016 - 2018

Copywriting

## Experience

### Wunderman + Thompson // Oct 2022 - July 2023

Senior Copywriter

- Developed new creative strategy for Amazon, U.S. Marine Corps and Gold Peak Tea.
- Educated and led Junior team members in developing fresh strategy for a brand.
- Contributed to winning new business [Little Tikes] with innovative strategic direction for kids toys.
- Led client presentations of new work while collaborating with internal strategy teams on deck organization and flow.

### Stella & Chewy's // Oct 2021- July 2022

Lead Brand Copywriter

- Led internal rebrand, bolstering and clarifying brand tone of voice.
- Collaborated with design and digital marketing teams implementing the new voice.
- Produced new national campaign work, educational videos, and experiential marketing.
- Presented new work to internal teams and external partners.

### The Creative Circus // Jan 2021 - Sept 2022

Instructor

- Educated students on the basic principles of advertising in Teams Class.
- Acted as creative director, guiding students through ideation, creation, and finalization of creative work.
- Taught Advanced Copywriting for students in their final quarters to polish their graduating portfolio.

### VMLY&R // April 2019 - Oct 2021

Copywriter

- Managed social media campaigns for DICK'S Sporting Goods, QuikTrip, Sam's Club.
- Led creative team on Georgia Power digital planning and production.
- Mentored teams of juniors through campaign ideation, TV and radio script writing, presentation format and best practices, and client presentations.

### The Martin Agency // Oct 2018 - Mar 2019

Freelance Writer

- Wrote social media copy for Buffalo Wild Wings March Madness campaign.
- Collaborated in radio production and video editing.