

**Daniel Goldberg**

913-575-0121 | goldberg.daniel01@gmail.com | Santa Monica, CA 90403

www.danieldidthis.com

**PROFESSIONAL SUMMARY**

Innovative and adaptive Senior Copywriter with a proven track record of developing high-impact campaigns that resonate with diverse audiences. Experienced in brand and social advertising, with a keen interest in culture marketing.

**EXPERIENCE**

**Senior Copywriter, Merge**

**April 2023 - Current**

- Lead creative copywriter for BurgerFi and Anthony’s Coal-Fired Pizza, crafting campaigns across social, digital, OOH, and in-store.
- Conceptualized and wrote broadcast, OOH, and print campaigns for Broward Health.
- Drove a 60% increase in sales for BurgerFi through compelling 360 campaigns that established a distinct brand voice.
- Mentored and guided younger creatives.

**Copywriter, Merge**

**July 2021 - April 2023**

- Developed broadcast, social, and digital campaigns for Marco’s Pizza, Blue Cross and Blue Shield, and iRhythm.
- Spearheaded Marco’s Pizza’s presence on TikTok, leading to a national television commercial.
- Created engaging copy for LG and Assurance Wireless across in-store, social, and website platforms.
- Contributed to new business acquisition through creative pitches.

**Junior Copywriter, The Escape Pod**

**October 2020 - July 2021**

- Conceptualized and wrote content for Smithfield’s “For the Love of Meat” campaign.
- Crafted copy for Turkey Hill Ice Cream OLV and social media.
- Directed and recorded voice-over for Merrick Dog Food OLV.

**Freelance Copywriter, Golin**

**January 2020 - October 2020**

- Developed a baseball campaign during the canceled 2020 season, generating 5M impressions and 1.5M views.
- Conceptualized an Instagram game to raise funds for dog adoption.

**EDUCATION**

**Certification, Copywriting**

**December 2019**

Chicago Portfolio School

**Bachelor of Arts (B.A.), Communication (PR)**

**May 2017**

University of Maryland

**SKILLS**

Copywriting, Creative Concepting, Storytelling, Teamwork, Social Media, 360-Campaigns, SEO, Editing and Proofreading, Collaboration, Voice Over, Email Marketing, Client Presentations, Figma, Digital Advertising, Brand Voice, Google Suite proficiency, Broadcast experience.