

Adam Goldberg

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Copywriter

I've written everything from children's theater to political attack ads, but I love your field the most.

EXPERIENCE

Agent Web Development – Owner/Chief Copywriter | Oct '12 – Present

Founded firm to provide entrepreneurs with creative, analytics-based marketing.

Selected client work:

Singular Sound, Inc.

- Revitalized Black Friday marketing campaign, increased e-mail open rate by 35%
- Created and managed AdWords campaigns that raised Q4 sales volume 30% YOY

AIDS Healthcare Foundation

- Increased open rates for non-profit's 200,000+ email list 8% in one month
- Wrote COVID messaging and organized remote fundraiser in same period

JP Marvel Wealth Management

- Rewrote customer-facing documentation in accordance with strict legal guidelines
- Delivered collateral a quarter ahead of client target, enabling client to exceed Q2 revenue projections

Creative Mobile Solutions Inc.

- Spearheaded outbound B2B marketing for video post-production firm, including designing promotional contests, and building custom website still in use nearly ten years later
- Wrote and edited compelling email copy and press releases, tripling open rate

YouthPLAYS, Inc – Playwright | May '11 – Present

- Fostered educational opportunities by creating plays that have debuted on five continents
- Achieved victory in the Junior Long category at the Far North Queensland, Australia One-Act Play Festival with Boys Vs. Girls: Armageddon

Chris Roth for Assembly – Campaign Manager | Dec '18 – Aug '19

- Collaborated with media, party, advocacy groups, voters, candidate, volunteers, and team under tight deadlines for a political campaign
- Developed strategic email & communications framework for organizing dozens of events, proposals, and policy across staff and volunteers

VOLUNTEER WORK

North Hollywood Neighborhood Council – Board Member/Region 3 Rep | May '21 – Present

- Liaised between North Hollywood residents and Los Angeles city leadership, serving as point person for collecting and presenting public concerns
- Organized resistance to \$15 million contract assignment based on financial and environmental concerns, successfully defeating measure

SKILLS

Paid Search (Google AdWords, Microsoft Advertising/adCenter)		
Google Analytics	Basecamp	Canva
Trello	HTML/CSS	Content Strategy
Audio Editing	JavaScript	Project Management
Slack	Social Media Marketing	Adobe Photoshop

Emerson College | B.A. Broadcast Journalism | Minor: Photography
