

Gillian Goodman

539 W 122th NY NY 10025 | gilliantgman@gmail.com | gilliantgoodman.com | 914-380-2168

Education

COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM

New York, NY

M.S. Journalism, Honors

August 2023 - May 2024

COURSES: Audio, Writing Economic Inequity, Literary Documentary, Writing True Stories for Sound,

FEATURED ARTICLES ON: Strippers unionizing, legal cannabis in Brooklyn, gun felonies, translations for migrants

WILLIAMS COLLEGE

Williamstown, MA

B.A., English Literature & French Literature

Sept 2014 - May 2018

Honors: *Cum Laude*, Winner of Michael Davitt-Bell Prize in Literature, Class of 1960s Scholar, Dean's List all semesters

Work Experience

The Current

SAVANNAH, GEORGIA

Political Reporting Fellow, Podcast Creator + Host

August 2024 – Present

- Created, reported, produced and hosted a weekly political podcast, Coastal Navigator, a seven-episode series covering national questions from a local angle for Coastal Georgia. Oversaw social team to promote the show
- Coastal Navigator launched The Current's audio department, attracting a younger demographic to the paper and offering retention rates of over 80% per episode, keeping listeners engaged for the length of each piece
- Covered major election events including rallies for Kamala Harris, Donald Trump, Tim Walz, and Doug Emhoff
- Published print pieces on major lawsuits, political surrogates, and national and local political events
- *References:* Susan Cantron, Managing Editor: 912-695-0631 & Margaret Coker, Editor-in-Chief: 917-582-6644

Aid Pioneers

BERLIN, GERMANY

Non-Profit Creative Director + Freelance Writer

September 2022 – September 2024

- Consulted and co-directed film for project case study—an ongoing effort sourcing and shipping \$2M worth medical supplies to 22 frontline hospitals in Ukraine
- Wrote and designed Aid Pioneers website. Defined company vision, shaped project sectors, crafted a cohesive visual identity
- Founded and consulted on Aid Pioneers marketing team, overseeing social, brand identity and strategy across all projects
- *Reference:* Alexis Broschek, Founder: +49 173 663 8097

Ogilvy

NEW YORK, NEW YORK

Senior Copywriter

April 2022-September 2022

Copywriter

March 2021— April 2022

Junior Copywriter

August 2018 — March 2021

- Selected Awards include: Cannes Shortlist, Clio, One Show, London International Awards
- Selected Clients include: IBM, Samsung, Audi, Absolut, Ad Council, San Pellegrino
- Interviewed over 100 candidates for advocacy campaign fighting hiring bias and wrote scripts for each experience, resulting in over 17 states updating their hiring policies, 3.3B impressions, 60 coalition partners and 1.3M web visits
- Wrote and developed advocacy campaign fighting gun violence
- Pitched, wrote and executed multiple \$1M national and global campaigns across broadcast, social, print, and digital
- *Reference:* Andrea Messer, Group Creative Director: 917-325-8445

Moonshot Productions

NEW YORK, NEW YORK

Writer & Production Resident

June – August 2017

- Concepted and wrote segments for scripted and reality programming for broadcast, collaborating with research and editorial to produce final scripts
- Researched background and data for relevant scripts
- Coordinated national and international shoots for content in sports, fashion, branded content, and lifestyle

Skills & Competencies

- **Skills:** Pro Tools, Hindenburg, Premiere Pro, InDesign, Illustrator, Microsoft Creative Suite
- **Languages:** French (Advanced), English (Native)
- **Varsity Coxswain Men's Crew Team**

2014 - 2016