

Jack Goldenberg

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PROFILE

Prolific, strategic and innovative **Senior Copywriter/Creative Director** with successful track record in print, TV, online (Web and interactive), radio, out of home, packaging, public relations, direct response, marketing communications and sales promotion.

Proactive marketer adept at launching new products and creating major brand building campaigns for QSR, branded entertainment, children's toys, food and beverages, CPG, retail, apparel, B2B and pharmaceutical. Excellent manager of people and projects.

Capable of juggling competing projects, egos and deadlines with skill and professional, unflappable attitude.

SELECTED ACHIEVEMENTS

- Creative directed McDonald's first Happy Meal, introduced McDonald's breakfast.
- Created \$26 million Pee-wee Herman license for CBS-TV.
- Helped 300 families and individuals secure a home and new job after hurricane Katrina.
- Launched successful viral campaign for Obama Watches and created content for www.obamawatches.com

PROFESSIONAL EXPERIENCE

Freelance Copywriter EINSTEIN DA VINCI & GOLDENBERG Denville, NJ 2009-Present: Clients: McCormick Spices, Actors Hall of Fame, Milton Inn, HBO sponsored fundraiser, Charles Dutton's one-man show "From Jail to Yale," Obama Watches.

Consultant/Senior Copywriter, BRISTOL-MYERS SQUIBB, Plainsboro, NJ 2006-2008
Clients: DTP, DTC, Corporate, R&D and Sales Force Promotion/Education. Clients include: EMSAM, ENFAMIL, Mead Johnson Nutritionals, NY Aids Walk, National Mental Illness Anti-Stigma campaign, Orenicia, Erbitux, Baraclude, Abilify, and R&D recruitment.

Creative Director, EINSTEIN, DA VINCI & GOLDENBERG, Denville, NJ 2005-2006

* Copywriting: GalleryPlayer Media Networks, Actors Hall of Fame, NFL Properties, Chase Bank, XpresSpa, Curvware, and FlipWatch.

* PR campaign for Hurricane Katrina Relief helped over 300 individuals and families secure new homes and jobs.

Copywriter/Creative Director BLAKESLEE GROUP, Baltimore, MD 1994-2004

Responsible for creative direction and marketing for \$45 million ad agency.

Clients: Coca-Cola Fountain, Dentsply Pharmaceutical, Blimpie, Roy Rogers Restaurants, McCormick Spices, Hershey's Chocolate, After Six Formal Wear, Ellesse Apparel, Foot Locker, Lady Foot Locker.

Copywriter/Creative Director, EINSTEIN, DA VINCI & GOLDENBERG, Westport, CT 1989-1994

- * Created Scrubbing Bubbles Tub Club for Dow Scrubbing Bubbles.
- * Clients: Pizza Hut, World Book, Batman Returns hand-held game, Girl Talk syndicated TV show.
- * Suggested Trolls license resulting in \$600 million in sales.

Associate Creative Director AC&R ADVERTISING, New York, NY 1985-1989

- * Created Pee-wee Herman license and toy line resulting in \$30 million sales.
- * Managed creative on \$15 million ad budget for Matchbox Toys.
- * Forecast trends in children's entertainment, marketing and licensing.
- * Retail clients: Foot Locker, Lady Foot Locker, Zales Jewelers, The Wiz.

Associate Creative Director GRIFFIN BACAL, New York, NY 1983-1985

- * Wrote, cast and produced over 50 commercials for Hasbro Toys, including: GI Joe, Milton Bradley games, My Little Pony, Digger the Dog, Playskool, Glowworm, etc.

Associate Creative Director RICHARD & EDWARDS, New York, NY 1981-1983

- * Recommended Coleco buy Cabbage Patch Kids license when other major toy companies had rejected it.
- * Managed Cabbage Patch promotions and created Cabbage Patch Kids' Club.

Creative Director GOLDENBERG & ASSOCIATES, Chicago, IL 1979-1981

- * Underwritten by McDonald's to create sales promotions for children's/family products.
- * Created National Talent Hunt for movie "Annie"
- * Promoted "Seems Like Old Times" movie for Columbia Pictures.

Creative Director FRANKEL & CO., Chicago, IL 1978-1979

- * Responsible for the creative direction of one of America's largest sales promotion agencies.
- * Created Star Trek Happy Meal, McDonald's first national children's entertainment tie-in. Introduced McDonald's breakfast day part. Wrote Local Store Marketing Program.
- * Created McDonald's Collect-and-Win game stamp program.

Copywriter D'ARCY MASIUS BENTON & BOWLES, New York, NY 1975-1978

- * Wrote and produced commercials for Hasbro Toys, Honeycomb & Alpha Bits cereals.
- * Marketed Pop Rocks and Space Dust, the most successful candy introductions ever.

EDUCATION

Graduated American University, BS in Political Science.

Portfolio: www.creativehotlist.com/jgoldenberg