

Mitchell Goldstein

Brooklyn, NY
mitchell.j.goldstein@gmail.com
www.mgoldstein.nyc/portfolio

EXPERIENCE **YOUNG & RUBICAM** • 2015 — 2017

Freelance Copywriter/Creative

Social, digital, and traditional copywriting for clients including Tyson Foods, America's NAVY, The Port Authority of NY & NJ, JPMorgan Chase, PETA, Dell and others. Client-winning new business and pitch work including Cirque Du Soleil. Utilized for expertise in millennial culture, emerging technology, and social strategy.

FREELANCE CREATIVE • 2011 — Present

Editorial writing, copywriting, social media consulting, brand development, and photography for clients including: Patagonia Bowery, The Macallan, Cutty Sark Whisky, NOAH NYC, Bloomingdale Men's, Complex Media, Pierra O'Dell, and others.

WESTERLIND OUTDOOR • 2014

Creative Assistant

Helped to transform a fashion showroom into an ecommerce platform and retail space, created and executed a social media plan, conducted market research, wrote for PR and outreach.

FOHR CARD • 2013

Intern

Pitch deck creation for clients including Coach, Prada, and Thom Browne, copywriting and creative assistance, helped run and report on multi-tier influencer campaigns, assisted in creation of PR and outreach materials.

SIDE PROJECTS **Friday Five** • Oct. 2015 – Present

fridayfive.mgoldstein.nyc

A weekly newsletter collecting and commenting on interesting news, articles, videos, music, and miscellaneous content from around the web.

OK Mondays • Jan. 2017 – Present

okmondays.com

One half of a weekly curated playlist project to help friends and followers discover new music.

EDUCATION **SCHOOL OF VISUAL ARTS**

BFA Advertising & Design

Member of SVA Honors Program, Recipient of the Silas H. Rhodes Scholarship, Dean's List for all four years

SKILLS Copywriting • Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom)
Art Direction • Deck Building • Pitch & Presentation • Social Media Strategy
Digital & 35mm Film Photography • Cinematography • Print, Digital, and Web Layout
MS Office • Screenprinting • Letterpress & Offset Printing • Bookbinding