

Meehna Goldsmith

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Summary

Versatile media and digital savvy copywriter, journalist and storyteller with excellent big picture concept skills. Passionate about creating cutting-edge cross platform campaigns in pitch-perfect voice that influences and educates. Skilled in project management, while proactive and collaborative creating concepts and content that drive results.

Professional Experience**Copywriter, MMG Multimedia**

2013-

la prairie

- Composed campaign copy for new product launch of Skin Caviar Luxe Cream • Sheer, resulting in a 20% rise in sales for the pillar
- Updated and transformed the brand story for Caviar, la prairie's best-selling line, appealing to millennials and increasing sales
- Wrote VIP invitation copy for limited release of Skin Caviar Luxe Cream • Sheer in partnership with Baccarat, resulting in a sold-out crowd

FitBark

- Collaborated with CEO in crafting investor presentation with outcome of FitBark closing its first round of funding and winning first place in the 16th MIT VC Conference Startup Competition
- Wrote and directed short script for presentation film that helped secure FitBark's place at exclusive accelerator program TechStars

Starbucks

- Generated strategic direction of campaign for Starbucks sponsorship of Montreal Jazz Festival
- Wrote copy for Starbucks Frappuccino shelftalkers in sponsorship of Montreal Jazz Festival, generating record sales at a venue

Philips Oral Care

- Contributed to concept of using humor in Sonicare toothbrush billboards for Los Angeles market
- Wrote Sonicare billboards' copy for Los Angeles market, producing an increase of 5% for the region

Editor-in-Chief, Christie's

2011-2013

- Wrote and directed video that clinched the sale of Patek Philippe Stephen S. Palmer watch for \$2,250,000 and composed blog responsible for sale of rare Heuer timepiece to TAG Heuer museum in Switzerland
- Launched Christie's auction house's first ever blog, managing social platforms including Instagram, Facebook and Twitter
- Product managed blog calendar and team of 6 specialist writers

Freelance Journalist

2008-2013

Interviewed people including CEO's, founders and celebrities specializing in categories such as luxury, travel, lifestyle, sport, high watchmaking and art for publications including:

- Financial Times
- Huffington Post
- Robb Report
- Cool Hunting
- Rapaport
- Revolution
- International Watch

Education

UCLA – Los Angeles, CA

Bachelor of Arts, English Literature

USC – Los Angeles, CA

Master of Fine Arts, Cinematic Arts