

SHELLEY GOLDWASSER

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EXPERIENCE

Geometry Global, ACD/Writer February 2015-September 2016

XOLAIR | One A Day | Aleve | Flintstones Vitamins | Fidelity | New Business

McCann Human Care, ACD/Writer July 2014-February 2015

CeraVe | Entresto | USPS Connect | Brintellix | New Business

Freelance, CD/Writer January 2011-July 2014

CDMi, Geometry Global, Digitas, Publicis Kaplan Thaler, Wunderman, Draft, StrawberryFrog

Gerber | Similac | Pampers | New Business | Ospheia | Celebrex | Spiriva | Synthroid | Citibank | MS/Biogen | Afinitor | Premarin

Havas Lynx (Formerly Euro RSCG Life 4D), Senior Copywriter 2010-2011

Sanofi-Aventis | Novartis

Tribal DDB, Senior Copywriter 2007-2010

Syfy | Neutrogena | Clean & Clear | Aveeno | Smirnoff Ice | Baileys | Monopoly | Ciba Vision | Is It Low-T | Zovirax | Gardasil | H&R Block | Sallie Mae | ExxonMobil | SpongeBob SquarePants

Roberts & Langer, Senior Art Director 2006-2007

Neutrogena | New Business

Gotham, Art Director 2000-2005

Lindt Chocolate | WIC | Fidelity | AOL | Partnership for a Drug Free America | Maybelline | New Business

EDUCATION

School of Visual Arts

BFA Advertising 2005

Gotham Writers' Workshop

*Poetry Writing I 2006
Creative Writing 101 2007
Fiction Writing I 2007
Fiction Writing II 2008
Fiction Writing II 2008*

The New School

Creative Writing Workshop 2008
Rhetorical Grammar 2008

Dale Carnegie

How to Communicate with Diplomacy and Tact 2013

SWIM Program

Creative Leadership 2014

Geometry Global, Classes with Kate Sandberg 2015

Listening with Intent
Visionary Leadership
Emotional Intelligence Skills
Having Difficult Conversations

AWARDS

DTC PERSPECTIVES AWARDS 2014 for OSPHENA

GOLD — Best Print Campaign – Best in Show
GOLD — Best Print Advertising – Women’s Care
GOLD — Best Website – Women’s Care
BRONZE — Drug Launch
BRONZE — CRM Program *Inner Circle*
FINALIST — Best TV – Women’s Care

WMA WEBAWARD 2008 for NEUTROGENA WAVE

STANDARD OF EXCELLENCE – Advertising
STANDARD OF EXCELLENCE – Consumer Goods

WMA WEBAWARD 2008 for SYFY CHANNEL WAREHOUSE 13

BEST WEBSITE – Design
BEST WEBSITE – TV

WMA WEBAWARD 2008 for SYFY CHANNEL GREAT AMERICAN GHOST HUNT

STANDARD OF EXCELLENCE – Design
STANDARD OF EXCELLENCE – Online Community

ADVOCACY

ADCOLOR.ORG COMMITTEE

Broadening diversity awareness through action.

[AD COLOR OCTOBER 2009](#)