

ben goren |

Senior Copywriter • Atlanta, GA • ben@bengoren.com
linkedin.com/in/bgoren • 770-710-1795

WORK EXPERIENCE

Mustache, a Daniel J. Edelman Company

Senior Copywriter | April 2023 – Present | Atlanta, GA

Clients: Florida Department of Citrus, Google Health, Amazon Music

- Creating content for social, earned media, paid media, and influencer
- Concepted platform that helped win social AOR for Amazon Podcasts

Trade School

Senior Copywriter | October 2021 – April 2023 | Atlanta, GA

Clients: The Home Depot, Mailchimp, SharkNinja

- Earned the Arthur M. Blank Family Foundation an Atlanta Addy for their rebrand anthem video
- Co-wrote SharkNinja's first national broadcast spot for Ninja Kitchenware
- Helped bring The Home Depot to TikTok and created multiple successful viral videos
- Wrote how-to articles, customer success stories, and weekly eCommerce newsletter for Mailchimp's small business owner audience

ABM Industries

Copywriter | August 2020 – October 2021 | Atlanta, GA

- Developed copy and creative for a Fortune 500 facility management company
- Wrote 2021's highest-performing email and coined ABM's innovation platform, *ABM Next*
- Created content for a variety of industries including aviation, education, and entertainment

Adventure Media and Events

Editorial Assistant | September 2018 – May 2020 | New York, NY

- Wrote site content, ad copy, and print features for three cross-generational pop culture brands
- Led digital strategy across paid media campaigns (avg. 100k+ impressions and 20% organic growth)

EDUCATION

The University of Georgia

Bachelor of Journalism, Entertainment & Media Studies | 2018

Certificates: New Media, New Media Institute | SEO + Content Marketing, HW Creative | PA Academy, GA Production Partnership