

**ERIC GORODETSKY // COPYWRITER // THATSSOGORDO.COM //**  
**772.631.7108 // egorodetsky@gmail.com**

**EXPERIENCE**

**Small Army (Boston) | Senior Copywriter • Feb '20 – Present**

Clients: [Kennebunk Savings](#), Pega, Baker Hughes, Volante, NETSCOUT, Thermo Fisher, Jewish Arts Collaborative, Amylyx, MiMedx, Spring Hills, Massachusetts Board of Tourism, RR Donnelly

Media Experience: TV, Print, Radio, Digital (Website/Email/eBook), OLV, Social Media, Brochure

**ThatsSoGordo, LLC | Freelance Writer • July '12 – Present**

Agencies: J. Walter Thompson, FCB Global, Sapient Razorfish, Reebok, Hill Holliday, Bonfire Labs, Two By Four, Doremus, KaleidoMinds Marketing, ImpactADHD

Clients: VISA, Mercedes, Reebok, Oreo, [smart](#), [Lean Cuisine](#), Macy's, Royal Caribbean, Hall's, Busch Gardens, Citi Bank, BNY Melon, Sun Life Financial, Liberty Mutual, Harvard Pilgrim, [Jamaica Tourist Board](#), Salesforce.org, NorCal Cannabis Company, Snap-on, Brookfield Zoo, Bradley Corporation, Premier Private Jets, ImpactADHD.com

Media Experience: TV, Print, OOH, Digital (Website/Microsite/Email/Banners), Experiential, Social Media, Brochure, SEO

**Mekanism (Chicago) | Copywriter • Oct '15 – Dec '16**

Clients: Miller-Coors (Keystone Light, [Henry's Hard Soda](#), Henry's Hard Sparkling, REDD'S Apple Ale, REDD's Wicked, Smith & Forge Hard Cider, Coors Peak)

Accomplishments: Established tone of voice for Henry's Hard Soda and Henry's Hard Sparkling on social; led social copy on all brands

Media Experience: TV, OOH, Digital, Social Media

**Publicis (NYC) | Copywriter • July '14 - July '15**

Clients: Red Lobster, Metamucil, Vicks Nyquil & Dayquil, Pepto Bismol

Accomplishments: Meta's "[Meta's "Broken Resolution Blues" campaign](#)"; Pepto Bismol named as one of the "[25 funniest brand Twitter accounts](#)" by AdWeek

Media Experience: TV, Digital, Social Media

**Hill Holliday (Boston) | Junior Copywriter • July '13 - May '14**

Clients: Dunkin' Donuts, Harvard Pilgrim, Bank of America, Great Wolf Lodge, Friends of the Public Garden, Liberty Mutual

Accomplishments: [Liberty Mutual's "Rise" campaign](#) for the 2014 Winter Olympics; ["#DunkinReplay" campaign](#) for the 2014 NFL season; ["Frame the Garden"](#) and ["A Walk in the Park"](#) campaign for Friends of the Public Garden

Media Experience: Digital (Web Banners, Facebook), Social Activations, Radio, Mobile, POP, OOH, Live Reads

## EDUCATION

**Miami Ad School** | Copywriting • 2011 - 2013

**Syracuse University** | School of Information Studies • 2005-2009

B.S., Information Management & Technology

Activities: Sigma Phi Epsilon (Technology Chair), The

Daily Orange ([Contributing Writer](#)), Student Peer

Advisor, "Null and Void" Sketch Comedy Show (Writer)

## SKILLS

MS Office Suite

User Experience

Digital Copywriting

B2C

B2B

Teamwork

Hair Loss

Spelling/Grammar

## RECOGNITION

[2020 Shorty Awards: Silver](#) | [Best B2B Campaign](#) | [NorCal Cannabis Company](#)

2015 Hatch Awards: Bronze | Best OOH Campaign | Friends of the Public Garden

2015 Appy Awards: Finalist | Map/Location-Based | Friends of the Public Garden

2014 Creative Media Awards: Finalist | Creative | Dunkin'

2014 OMMA Awards: Finalist | Best Integrated Online Campaign | Dunkin'

[2014 ADC Portfolio Night All Stars: Medallion](#) | [Puma](#)

2014 CLIO Sports: Shortlist | Digital/Social | Dunkin'

2014 Fab Awards: Finalist | Social Media | Dunkin'

2014 ADC Portfolio Night: All-Star (Boston)

2014 MITX What's Next Innovation Award | Best Integrated Media Campaign | Dunkin'

2014 Shorty Awards Finalist | Best Integration of Social with Television | Dunkin'

2014 Shorty Awards: Finalist | Best Brand on Vine | Dunkin'

1995 2nd Grade Spelling Bee Champion

Work Featured in: [Ads of the World](#), [Adland](#), [Creativity Online](#), [Ad Age](#), [WBUR](#), [90.9 FM – Boston's NPR News Station](#), [Ad Rants](#), [The Boston Globe](#), [Boston Magazine](#), [amNewYorkMetro](#), [Bowery Boogie](#), [Brooklyn](#), [The Minneapolis Egotist](#), [The St. Louis Egotist](#), [Trend Hunter](#), [The Villager](#), [The Art Hunters](#), [The Inspiration Room](#)

## THE ENDLESS PURSUIT OF KNOWLEDGE

### Certifications

AI Foundations for Everyone Specialization | IBM | [November 2019](#)

### Courses

Brand Identity and Strategy | IE Business School | [July 2021](#)

Chatbot Building Essentials | IBM | [October 2019](#)

Introduction to Artificial Intelligence | IBM | [October 2019](#)

Content, Advertising and Social IMC | Northwestern University | [July 2016](#)

Studio Level B1 | Black Box Acting | 2016

Improv Level 1 | iO Chicago | 2016

Introduction to Game Theory | University of Tokyo | April 2015

Advertising and Society | Duke University | [April 2015](#)