

# MIKE GOLDSTEIN

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Durham, NC

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## WHAT I DO

Clean, compelling prose, cleverly conceived and executed with precision  
Strong cross-functional partnerships based on strategic vision and effective communication  
Constructive feedback, process-oriented thinking and thoughtful leadership skills

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## WORK EXPERIENCE

### Intuit Credit Karma

#### Associate Creative Director

Jun. 2023 - Present

As an ACD, I've had the opportunity to launch Credit Karma into new business areas, create style guides and training materials, oversee external creative agencies and provide feedback to other writers and designers while managing our copy work for specific verticals.

#### Senior Copywriter

Sep. 2021 - Jun. 2023

Firsts as a Senior Copywriter included overseeing external creative agencies (from briefing through creative feedback and presentation to marketing partners), providing mentorship to our UK creative team and working cross-functionally to establish Credit Karma's personalization principles.

#### Copywriter III

Sep. 2019 - Sep. 2021

Highlights included leading copy for Credit Karma's new SEED vertical, partnering closely with marketers to build our "stories" portfolio and leading the light-creative process for our credit cards and personal loans teams.

#### Copywriter

Jun. 2015 - Sep. 2019

As a copywriter, I truly specialized in marketing for the first time, including email campaigns, SEM, display ads, out-of-home campaigns and the firsts of many partner-sponsored campaigns. I worked on quicker and more collaborative copy processes and led copy for the launch of Credit Karma Canada.

#### Content Writer

Jun. 2014 - Jun. 2015

Baby's first full-time writing job. I wrote UX and marketing copy, as well as educational articles. I crafted new member support responses based on emergent situations with tight turnarounds.

#### Member Support Specialist

Jun. 2013 - Jun. 2014

I responded to member inquiries via email and telephone. I used my writing skills to maintain our pre-set response database and craft new responses.

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## EDUCATION

### Northwestern University

Political Science and History major, Creative Writing minor

B.A. conferred June 2011