

JOE GOLD

copywriter
a résumé in depth

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ace wordsmith, idea guy

Writer, editor and strategist, crystallizes ideas, writes headlines that grab readers by the hearts, minds, and ticklish places. A wordsmith who extracts the essence of the message and makes complex technology clear.

Broad 20-year experience as an award-winning copywriter and journalist, ad agency president and creative director, technical writer, software marketing director, radio/TV and Web producer. Directs staff and freelance talent, online content, print copy; direct marketing, broadcast and Web producer. As at home on the PC as in a post-production studio or creative department.

key skills

- Writing that captures essence as it speaks the customer's language with real benefits, compelling detail and made-you-look headlines.
- Focusing strategic information from multiple sources into a compelling story.
- Editing clumsy verbiage into lively, benefit-rich copy people can actually read.
- Translating awkward, jargon-laden passive-voiced techspeak to real English.
- Communicating in Web content, advertising, news releases, data sheets, collateral, white papers, catalogs, newsletters, direct marketing, packaging.
- Managing creative teams and freelance contributors, supervising art directors, selecting and directing talent, field producers and studio engineers.
- Computing near-nerd in Word, MS Office, Dreamweaver; Photoshop, Fireworks, Quark, Web creation.
- Working individually and brainstorming teamwork.

awards

- Pulitzer Prize nomination for "[Gay Tucson](#)."
- First place, series writing, Arizona Press Club, "[The Shrinking Desert](#)."
- Pulitzer Prize nomination for "The Shrinking Desert."
- First place, short stories, American Pen Women Soul-Making contest, "[Malaise](#)."
- Tucson Tops for radio advertising, Artisoft LANtastic network software.
- Tucson Tops awards for print, radio and TV issue advertising, "Safe Transportation."

Organizations

National Writers Union, Bay Area delegate
Bay Area Editors' Forum

Career highlights (chronological order)

- education
 - B.A. Journalism, University of Arizona, Tucson.
 - Secondary education graduate study, San Francisco State University, 2003
- General Assignment Reporter, Arizona Daily Star, Tucson
 - Covered full breadth of daily reporting on politics, police, courts, vital statistics and human interest, civil rights, urban planning, technology horizons.
- President and Creative Director, Gold Images, Tucson
 - Advertising agency founder and principal, creative director coordinating freelance artists and technicians; writer, producer, director. Clients in retail, homebuilding, automotive, politics, technology, video, professional practices.
- Marketing Director, Metro Software, Tucson
 - Developed marketing/advertising themes, collateral and news releases, supervised execution. Editorial interest increased sales 160% in six months.
- Senior Copywriter, Artisoft, Inc. Tucson
 - Lead writer for #1 Hot Growth Company. Wrote benefit-oriented trade advertising, newsletters, radio ads, data sheets and packaging for LANtastic networks.
- Senior Editor, OneChannel.net, Mountain View, CA, 1999-2000
 - Marketing commentator writing analysis, profiles, commentary and trend analysis on emerging issues of online retail marketing: search engine optimization, wireless, broadband, and emerging companies.
- Marketing and Technical Writing Consultant, Gold Images, 1994-present
 - Media director for nonprofit Print Debate project launched during 2004 election
 - Web content and production for Applied Materials intranet, Sprint, business school, public relations agency, author, National Writers Union.
 - Created user-friendly documentation for Tucson Unified School District in-house software.
 - Documented Regee voter registration and election software for Pima County, Arizona.
 - U.S. Small Business Administration subcontractor, generated marketing tools for minority-owned businesses throughout Arizona.