

## **ALEKZIA GOLDIE**

New York, NY | [alekzia@alekzia.com](mailto:alekzia@alekzia.com) | [linkedin.com/in/alekzia](https://www.linkedin.com/in/alekzia) | [alekzia.com](http://alekzia.com)

Copywriter with 7+ years of experience (Wieden + Kennedy, Droga5, Mekanism, Eleven) writing and concepting integrated campaigns across film, social, and digital for clients including Ford, Google Gemini, Accenture, and JPMorgan Chase. Creative Lead on Google Gemini's social product marketing and Ford's EV onboarding launch program, with production experience ranging from \$50K digital content to \$4M campaigns.

## **CORE SKILLS**

Campaign Platforms | Brand Tone & Voice Development | Film, Audio & Social Scripts | OOH | Client Presentations | Cross-Functional Collaboration | Production Oversight

## **PROFESSIONAL EXPERIENCE**

Copywriter | Wieden+Kennedy | New York, NY | 2023–Present

- Creative Lead on Google Gemini social franchises, concepting, writing and producing user-focused social media videos, focused on key product features and benefits, in direct collaboration with Gemini's in-house team.
- Senior-level creative on international account for Ford Motor Company, leading campaigns from brief through production, in both US and Canadian markets, with production budgets ranging from \$50K to \$4M.
- Named and developed creative for the "Ford Power Promise," an onboarding program for new EV drivers, contributing to Ford's strongest quarterly EV sales
- Collaborates with art director, internal and external vendors to build 360 brand campaigns (film, OOH, social)
- Develops brand voice and tone guidelines for Ford, over the course of "Ready Set Ford" launch, including naming new products and services.

Copywriter | Mekanism | New York, NY | 2022–2023

- Concepted and wrote scripts for a competitive pitch for Fossil, developing creative through pre-production
- Wrote, concepted and produced short-form digital video for Jose Cuervo
- Developed social concepts for Cricket Mobile and pitch concepts for Quaker

Copywriter | Droga5 | 2021–2022

- Wrote and concepted international 360 campaign for Accenture Cloud, from brief through post-production, collaborating with brand strategy and communications team to align messaging with audience data.
- Presented creative work directly to clients at JP Morgan Chase, Essentia (Nestlé), and Kit Kat (Hershey).
- Wrote concepts for agency-wide new business pitches, including a winning pitch for Amazon Music.

Copywriter | Eleven | San Francisco, CA | 2019–2021

- Concepted and produced social video content for the international launch of the Samsung Galaxy Z Flip.
- Sole writer on reactive social content for Electrify America, presenting to clients twice weekly.
- Developed campaign and social concepts for Dignity Health, and Casper.

## **EDUCATION**

BA in German Literature and Media Studies | University of Toronto

## **PORTFOLIO**

[alekzia.com](http://alekzia.com)