

# Saxony Goodwin

Strategy + Creative + Copy

## PROFILE

A creative and enthusiastic individual with a sunny personality, an interest in people and a passion for photography. An adventurous spirit with a can-do attitude has led to a variety of experience in the advertising industry around the world.

## LET'S CONNECT

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## KEY SKILLS

- Creative copywriting
- Strategic direction
- Relationship building + mentorship
- Tone of voice guideline creation
- Creative workshoping
- Passion for creating beautiful content
- Ability to hunt down the best craft coffee in the area (no matter how remote)

## BRAG CORNER

- Was named Manifest Global's most creative employee 2019: "her true skill is putting herself in the shoes of those her campaigns aim to serve. She has a genuine passion to deliver work that is bold, brilliant and beautiful."
- Conceptualised and executed a campaign for WWF which saw a hologram of an elephant roaming around London. The campaign smashed KPIs and gained over 120,000 petition signatures to help end wildlife trafficking.
- Sheryl Sandberg (Facebook COO) and Sacha Baron Cohen shared the film I conceptualised and created for ONE.org (which amassed over 3 million views).
- Chilango founder said my copy defining the brand's essence said: "this is the first time I've read something that's given me chills. This articulation is spot on."

## EXPERIENCE

### SENIOR BRAND STRATEGIST | MANIFEST LONDON

August 2017 - Present

*Where I learnt to get very comfortable outside my comfort zone*

- Main brands: **WWF, Homebase, Chilango, Hot Octopuss, Origin Wines**
- Bridging the gap between strategy + creativity to help startups and growing companies define their brands from scratch - from name and purpose to voice and personality.
- Working across all brands within the agency to ensure an excellent standard of creativity is maintained, pursuing strong ideas and integrated concepts rather than quick wins.
- Part of the pitch team, winning numerous new business pitches including Plenish (vegan milks), Hot Octopuss (sex toy website) + Oriflame (Swedish beauty brand).
- Developed and ran various creative workshops to help generate bold and unique creative concepts.

### FREELANCE CREATIVE | DON'T PANIC, GIRL EFFECT, LEO BURNETT LONDON

July 2016 - July 2017

*Where I learnt to juggle with my mind*

- Main brands: **ONE.org, Girl Effect, UBS, McDonalds**
- Spent 6 months 'permalancing' at Don't Panic London, conceptualising powerful and thought-provoking digital campaigns for a range of charity clients from ONE.org to Greenpeace.
- Freelance copywriter for NGO, Girl Effect scriptwriting powerful films to showcase the innovative work the brand has done for disenfranchised girls.
- Freelance social media and digital writer for Leo Burnett London working on a range of brands from McDonald's to United Bank of Switzerland (UBS).

### SOCIAL MEDIA COPYWRITER | KING JAMES DIGITAL SOUTH AFRICA

February 2014 - March 2016

*Where I learnt that nothing should ever just be 'amplified on social'*

- Main brands: **City of Cape Town (municipality) to Sanlam (financial services), Rimmel London cosmetics, Johnnie Walker + Burger King.**
- Specialising in social media copywriting across integrated campaigns as well as always on content.

## EDUCATION

### RED & YELLOW SCHOOL OF MARKETING + ADVERTISING | CAPE TOWN

2013 - 2014

Post Graduate: Marketing + Advertising Communication Diploma

### UNIVERSITY OF EXETER | ENGLAND

2009 - 2012

Bachelor of Arts with Honours in English with Study in North America

Result: First

### IOWA STATE UNIVERSITY | NORTH AMERICA

2010

Study Abroad Programme

Result: 4.0 Average GPA (Dean's List)