

Simon Goetz

Senior Copywriter

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PROFILE

Senior copywriter with nearly 20 years of experience across brand, marketing, and product writing for companies including Twitter, Airbnb, Nike, Facebook, NBC, and OpenTable. Experienced in setting voice and tone, developing content strategy, and writing campaigns across out-of-home, digital, social, email, video, and in-product channels. Equally comfortable defining a brand's voice, leading a campaign, or getting the details right in a single line of interface copy.

EXPERIENCE

Freelance Senior Copywriter

June 2023 – Present

- **Danner Boots (LaCrosse Footwear):** Wrote campaign headlines and copy, anthem video scripts, and product copy.
- **Flux.ai:** Wrote UX and UI copy and email marketing.
- **Design Scout:** Developed naming, branding, and copy for the agency's clients.
- **Cubo.cc:** Wrote campaign copy for Subway.

Senior Copywriter — Spring Health

November 2021 – May 2023 · Remote

- Wrote brand and marketing copy for a mental health benefits platform, including advertising, website copy, and campaign development.
- Developed content strategy and helped define the brand's voice and tone.
- Wrote management guides and editorial articles on mental health.
- Joined during a period of rapid growth: revenue grew 270% in 2022 as the platform's reach passed 6 million covered lives.

Copy Lead — Rippling

November 2019 – April 2020 · San Francisco Bay Area

- Led copy across brand, growth, and product marketing for a fast-growing HR and IT platform.
- Wrote out-of-home campaigns, growth ads, social posts, marketing emails, video scripts, and product copy.
- Contributed to the brand guidelines and wrote copy for in-product details such as pay stubs.

Senior Copywriter (Contract) — Splice

October 2017 – May 2019

- Wrote across the brand and marketing team's work, from logged-out website copy to acquisition emails.
- Developed brand style guides and wrote full-page magazine advertising.
- Contributed during the growth that led to Splice's \$57.5M Series C in March 2019.

Senior Copywriter (Contract) — PAX Labs

November 2016 – February 2017 · San Francisco Bay Area

- Developed voice and tone guidelines for a company-wide rebrand that repositioned PAX from a hardware company to a cannabis lifestyle brand.
- Wrote advertising campaigns and taglines for the new brand.

Senior Brand Copywriter (Contract) — OpenTable

May 2016 – April 2017 · San Francisco Bay Area

- Created out-of-home campaigns for new markets, including OpenTable's first Australian brand campaign, which ran across Sydney and Melbourne in late 2016.
- Wrote product copy and developed an internal naming system.
- Wrote a broadcast spot featuring a celebrity chef, and supported production on set in Los Angeles.

Senior Copywriter (Contract) — Airbnb

October 2015 – April 2016 · San Francisco (contract extended from 3 to 6 months)

- Developed content strategy and copy for Trips, a new product built by a 12-person team, working closely with engineering, design, research, and the CEO.
- Trips launched in November 2016 with about 500 Experiences in 12 cities, marking Airbnb's expansion beyond home rentals.

Senior Copywriter — Twitter

March 2014 – October 2015 · San Francisco Bay Area

- Handled copywriting and content strategy across Twitter, Periscope, and Vine.
- Wrote global advertising, email, website, and in-app copy, and developed product names.
- Contributed during a period when monthly active users grew from 255 million to more than 300 million, and Periscope passed 10 million accounts within four months of launch.

Freelance Copywriter

2007 – March 2014 · Brooklyn, NY

- Developed concepts and copy for brands in technology, media, travel, consumer goods, and healthcare.
- Selected clients: Twitter, Facebook, Nike, NBC, Syfy, BuzzFeed, Oakley, National Geographic, Adidas, Microsoft, Getty Images, SeatGeek, and Johnson & Johnson.
- Wrote copy for McSweeney's-affiliated storefronts the Pirate Supply Store (826 Valencia) and the Echo Park Time Travel Mart (826LA).

SKILLS

Brand voice and tone · Content strategy · Campaign concepting · Product and UX writing · Naming and taglines · Out-of-home and broadcast · Email and growth marketing · Brand guidelines · Editorial writing

EDUCATION

New York University, Tisch School of the Arts

BFA, Dramatic Writing — 2001

SELECTED WRITING

- three-word horoscope, a daily Substack that gives a three-word reading for every zodiac sign.
- lists lists lists lists
- cut copy