

Lisa Goodfriend Creative Director

San Francisco

I believe in the power of prioritizing human connection. Because the best ideas, stories and solutions come when we deeply understand the people we're talking to. It leads to more impactful and meaningful interactions, whether you're selling products, building brand affinity, or inspiring change. It means solving problems with creativity and thinking holistically across all consumer touch points. From advertising campaigns to marketing strategy to brand communication, it all starts with a beautifully executed, deeply relatable human truth.

Having worked on both the agency and brand side, I pull from the strengths of each. I bring the fast paced and uncompromising creative thinking from ad agencies together with the business strategy, commitment and loyalty to people from the brand side.

Specialties: Creative Direction, Brand Development, Art Direction, Copywriting, Integrated Campaigns, Social Strategy, Web Design & Content Strategy, Content Creation, Photography & Video Production, Creative Management & Mentorship.

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Work history

Senior Creative Director, Global Creative Team

San Francisco, CA
Sep 2014 - Present

Benefit Cosmetics

As the Senior Creative Director, Campaign & Content I lead a team of creatives to ideate, develop and execute break-through omni-channel marketing campaigns for all consumer touch points. I developed and oversee Benefit Cosmetics' global brand program that includes model payoff, product photography and video. I built an internal content studio and led the redesign of Benefit's website in 44 languages (three times!). I also oversee the creation of ongoing content for global retailers and social channels that include engaging product stories, educational content, how-to "sell videos" and brand work. Additionally I provide creative direction and feedback to regional teams developing local specific creative work.

Creative Director

San Francisco, CA
Apr 2013 - Sep 2014

AKQA

Rebuilt the creative team on Google+, elevating the quality of work and regaining client trust. Launched Google's new social shopping product that was voted one of the most contagious ideas in 2013 by Contagious Magazine. The launch video was viewed over 1.5 million times in the first week.

Other responsibilities include successfully leading new business pitches for numerous global clients, strategic oversight and content creation for all social channels that including leading photoshoots, video production, editing and motion design.

Creative Director

San Francisco, CA
Nov 2011 - Apr 2013

Razorfish

Led creative on a global social campaign for the launch of Lenovo's new IdeaPad Ultrabook that included coordination with multiple partner agencies. Developed the tone and conceptualized the 2012 TED Prize launch video as well as leading creative for the accompanying website. Developed the tone and visual style of an immersive experience for PG&E and supervised a team of creatives that created and maintained the project.

Associate Creative Director

San Francisco, CA
Sep 2009 - Nov 2011

AKQA

Part of the leadership team that drove a tremendous growth period on the Target account by elevating the work, building a robust team and bringing a high level of production experience. Created and led the first integrated campaign that included TV, print, digital and social. Managed the launch of Target's Style social that included robust editorial content creation for all their channels.

ACD/CW

San Francisco, CA
May 2006 - Sep 2009

Tribal DDB

Worked on Clorox's award-winning and most successful new product launch, Green Works. Led the creative on the digital campaign featuring real women video blogging about their experience with the product before the term "mommy blogger" had been invented and heavily exploited. Created high profile TV, print campaign and outdoor campaigns for Pine Sol, Fresh Step and Glad.

Senior Copywriter

San Francisco, CA
Aug 2003 - May 2006

EVB

As EVB's first copywriter, we pitched and won the LeapFrog account and many new Wrigley projects. I brought a new level of strategic thinking and creative approach to help create innovative, cutting-edge web films, websites and digital experiences. Won a Cannes Cyber Lion "Best in Show" and included in Communication Arts for Redwood Creek winery work.

Copywriter

San Francisco, CA
May 1998 - May 2000

Anderson & Lembke/McCann Erickson

Worked across many parts of the Microsoft account including the launch of Office 2000, SQL Server and education products. Concepted, wrote and created multiple TV, print, radio and digital advertising campaigns.

Senior Copywriter

San Francisco, CA
Jun 2000 - Aug 2003

Freelance

Created campaigns directly for clients and agencies across a wide variety of projects to help establish the brand tone, crystalize the vision and come up with creative executions. Honed my skills at writing persuasive copy for print, websites, banners and direct mail as well as worked with photographers and other outside vendors to produce the work.

Copywriter

San Francisco, CA
Jan 1995 - May 1998

Gardner Geary Coll & Young

Part of the winning pitch team that wrote and concepted work the Stridex account. Wrote and produced radio spots for the award-winning Torani Syrup campaign. Wrote and produced TV and print for Fisher Price Power Wheels and The Fairmont Hotel Group.

Jr. Copywriter

Glasgow, Scotland UK
Sep 1992 - Nov 1995

The Bridge

In my first job as a copywriter I worked in a team to concept and develop creative ideas for all the agency's clients winning awards on work for Health Education Board for Scotland and Scottish Blend.

Education

BA in Psychology

Santa Barbara, CA
Aug 1982 - May 1987

University of California Santa Barbara

New section

Awards

2013 Creativity Innovators of the Year -- Shop the Hangout Google+
2013 Contagious Magazine -- Shop the Hangout Google+
2009 Silver Effie -- Green Works
2004 Cannes Cyber Lion "Best in Show" -- Redwood Creek
2004 Communication Arts -- Redwood Creek
2000 SF Show -- Microsoft
2000 Mobius Award -- Microsoft
2000 Mobius Award -- E-Color
1995 Scottish Radio Scholarship
1994 ROSE'S (Regional Advertising Awards) -- Unilever
1993 Scottish Advertising Awards -- Unilever

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