

Gregory H. Padowitz

Caesarea, Israel

+972 058-655-8689

ghp3000@yahoo.com

EXPERIENCE:

Copywriter | Editor | Content Writer | Consultant | AI Prompt Engineer

Freelance: Motif, Time Out Israel, Taylor & Francis, American Welding Society, Sundown, Healthcenteronline, Feratech, Pro-Lab, Windmill Advertising, Optitrex, Allstate, OMG National, JG Tax Group, ActiveFence, Pan Capital, North Beach Village Resorts, Blue Interactive
Responsibilities: innovative copywriting, scripts, editing, SEO, blogs, press releases, directing...
2004 – 23

Senior Copywriter

Moburst, Kfar Saba, Israel

Responsibilities: crafting targeted app store microcopy for Fortune 500 companies and startups, social media ads, video scripts, client presentations, PR and SEO articles, emails... 2019 – 20

Senior Copywriter

SysAid Technologies, Airport City, Israel

Responsibilities: writing targeted SAAS acquisition B2B emails, development of successful automated email nurture campaign, landing pages, website content, banners, exit intent pop ups... 2017 – 18

Copywriter

Ouroboros Derivatives Trading Ltd, Tel Aviv, Israel

MARCOM responsibilities: composing effective communication messages via emails, website content, landing pages, articles, blogs, video scripts, SEO/content, social media ads, banners, PR, autoresponders, editing all content... 2015 – 17

Creative Director

Options Newsletter, Miami, Florida

Responsibilities: creating emails, directing design, web banners, E-newsletters, Website content and media kits for fortune 500 Companies: CNBC, Hilfiger, American Express, Fidelity Investments... 2002 – 04

Senior Copywriter

Total Telecom Media – Access Resources, Fort Lauderdale, Florida

Responsibilities: writing for TV, radio, print, web, direct mail, email, brochures, TV scripts, software content, speeches, research, collection letters... 2000 – 02

Senior Copywriter

The Bernard Hodes Group, Miami, Florida

Responsibilities: writing copy for Fortune 500 - print, TV, radio, brochures, web banners, web pages, web sites. Worked with AT&T, American Express, Citrix, Pratt & Whitney, Royal Caribbean, Allegiance, Office Depot, Viasource, Heineken USA, Citigroup, FPL, Boston Scientific, Ryder... 1999 – 01

EDUCATION:

The University of Arizona, Tucson, Arizona

Fine Arts Degree 1993 – 98

GPA: 3.8

Honors: Top 5% – University Composition Board writing proficiency rank

INDEPENDENT WORK/STUDY:

Writer, Essayist and Speaker

NASA, DARPA, BIS (100 YSS Project) have linked to my ongoing literary work (E.H.) and film project in association with Director Douglas Trumbull (Magnetar Productions)... 2011 – 20

COMPUTER SKILLS:

I adapt easily software/systems and I'm familiar with the following:

- ChatGPT
- WordPress
- Act-On
- HotJar
- Microsoft Office and MS Publisher, Moviemaker, Slideshow, etc.
- Adobe InDesign, Premiere Elements, Photoshop
- HTML
- Joomla
- Google Analytics
- Mailchimp