

# PHILIP GODWIN

## CREATIVE & TECHNICAL PRODUCER

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### PROFESSIONAL SUMMARY

Award-winning Art Director and Multi-Media Content Creator with 30+ years of high-converting campaign development and performance-driven creative execution. VH1, Vevo, SPOT, and Vimeo award winner specializing in brand storytelling that drives results. Currently integrating cutting-edge AI tools into creative workflows through Carnegie Mellon research collaboration. Proven track record developing campaigns for major brands with measurable performance outcomes and scalable creative systems.

#### Core Expertise:

- **Performance-Driven Creative:** 30+ years creating, writing and designing campaigns that convert and scale
  - **AI-Enhanced Workflows:** Active research in AI tools for creative optimization and ideation
  - **Celebrity & High-Stakes Copy:** Berry Gordy, Sidney Poitier, Mary Hart++ speechwriting
  - **Video Campaign Development:** Award-winning commercials and content across all platforms
  - **Scalable Creative Systems:** Built repeatable processes for major brand campaigns
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### CORE COMPETENCIES

#### Direct-Response Creative & Strategy:

- High-converting ad copy, scripts, and campaign development
- Performance data analysis and creative iteration based on results
- Hook development, headline optimization, and audience targeting
- Campaign angle development and competitive research
- Scalable creative system development and implementation

### **Digital Content & Social Media Optimization:**

- Most commercial campaigns adapted to short-form YouTube and social media assets with platform-specific optimization
- Digital analytics and market intelligence through Carnegie Mellon AI research collaboration
- Custom data matrix generation for market tracking and performance analysis
- YouTube platform guidelines expertise (music, FTC, brand safety compliance)

### **AI-Enhanced Creative Workflows:**

- Carnegie Mellon AI Research: Developing actionable AI education for creative professionals
- ChatGPT, Claude, Perplexity, Gemini and emerging AI tools for ideation and optimization
- AI-assisted creative collaboration and rapid iteration processes
- Performance-focused AI integration in creative workflows
- Performance Analytics: Custom data matrix development for market tracking and campaign performance optimization

### **Video & Multi-Platform Campaign Creation:**

- Award-winning commercial and video campaign production (VH1, Vevo, SPOT, Vimeo)
- Meta, YouTube, and multi-platform creative strategy
- Collaboration with video editors and production teams
- Post-Production Supervision: Complete post oversight across majority of projects ensuring quality control and delivery standards
- 30+ years Adobe Creative Suite mastery for campaign execution

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## **RELEVANT EXPERIENCE**

### **Creative Campaign Development & Performance Marketing | 30+ Years**

#### **Award-Winning Commercial & Campaign Production**

- VH1, Vevo, SPOT, and Vimeo awards for high-performing video campaigns
- 1,000+ commercials and campaigns created with measurable performance outcomes
- All campaigns adapted to short-form digital assets for YouTube and social media platforms
- Developed creative campaigns for all major record labels and entertainment brands
- Created scalable campaign systems that consistently delivered results across multiple platforms
- Complete post-production supervision ensuring platform-specific optimization and delivery standards

## High-Stakes Copywriting & Celebrity Content

- **American Heart Foundation (3 years)** - Lead copywriter creating compelling content for:
  - Berry Gordy (Motown founder) - High-conversion fundraising campaigns
  - Sidney Poitier (legendary actor) - Performance-driven awareness content
  - Mary Hart (entertainment personality) - Audience engagement campaigns
- Demonstrated ability to write copy that performs under pressure with A-list talent and major budgets

## Brand Campaign Strategy & Execution

- **Sony PlayStation (5 years)** - Created performance-driven holiday campaigns and corporate messaging
- **Genentech (7 years)** - Developed high-converting corporate communication campaigns
- **Google I/O (\$30M budget)** - Created audience engagement content for 8,500+ attendees
- **Salesforce Dreamforce (100,000+ attendees)** - Multi-platform campaign coordination

## AI Integration & Creative Innovation

### Carnegie Mellon University | 3rd Contributor to AI Creative Curriculum | 2+ Years

- Collaborating with Professor Kevin Stein on AI integration in creative workflows
- Developing actionable AI tools for creative professionals and performance marketers
- Research focus: ChatGPT, Claude, Perplexity, Gemini, and emerging AI platforms for creative optimization
- Creating scalable AI-enhanced creative processes for rapid iteration and testing
- Digital analytics expertise with custom data matrix generation for market performance tracking

## Emerging Technology Creative Applications

- **AWE (Augmented World Expo) (5 years)** - Created cutting-edge tech campaigns and product launch content
- AR/VR campaign development and technology showcase creative
- Early adopter of AI tools for creative ideation and campaign optimization

## Cultural Translation & Complex Campaign Development

**Mexican Board of Tourism & INAH** - Created complex experiential campaign successfully translating ancient Popol Vuh into modern performance-driven content

- Demonstrated ability to take complex concepts and create engaging, accessible campaigns
  - Government coordination and culturally sensitive campaign development
  - Heritage site campaign creation requiring archaeological compliance and audience engagement
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## TECHNICAL EXPERTISE & TOOLS

### AI Creative Tools (Current Research Focus):

- **ChatGPT, Claude, Perplexity, Gemini, CoPilot:** Advanced prompt engineering for creative ideation and copy optimization
- **Runway, VEED, Veo3, Gemini, LTX Studio:** Visual creative development and campaign asset creation
- **AI Workflow Integration:** Developing scalable AI-enhanced creative processes
- **Performance AI Analysis:** Using AI tools for campaign data analysis and iteration

### Creative Production & Campaign Tools:

- **Adobe Creative Suite (30+ years):** Campaign asset creation and video production
- **Video Campaign Production:** Award-winning commercial and content creation
- **Multi-Platform Optimization:** Meta, YouTube, TikTok, and emerging platform expertise
- **Performance Analytics:** Campaign data analysis and creative iteration based on results

### Budget Management & Production Systems:

- **AICP Standard Formats:** Industry-standard budget creation and tracking
- **Custom Excel Spreadsheets:** Detailed cost analysis and reporting systems
- **Infographic-Level Reporting:** Stakeholder-friendly budget visualization and communication
- **PO Processing & Cost Control:** Complete financial oversight and vendor management

### Direct-Response & Performance Marketing:

- Campaign angle development and competitive research
- Hook creation, headline optimization, and conversion-focused copy
- A/B testing frameworks and performance-driven creative iteration
- Scalable creative system development for sustained growth

### Vendor & Client Relations:

- **30+ years entertainment industry vendor relationships** and client management across all production levels
  - Proven negotiation skills with equipment houses, crew, and specialized vendors
  - Competitive rate sourcing and long-term partnership development
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## CAMPAIGN PERFORMANCE & RECOGNITION

### Awards & Industry Recognition:

- **VH1 Award** - High-performing video campaign
- **Vevo Award** - Audience engagement and conversion excellence
- **SPOT Award** - Commercial campaign performance
- **Vimeo Award** - Creative campaign innovation

### Performance Metrics:

- 1,000+ campaigns produced with measurable performance outcomes
  - \$30M+ budget management across multiple high-stakes campaigns
  - Celebrity talent coordination with conversion-focused messaging
  - Multi-platform campaign optimization across traditional and digital channels
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## BASELINE

**Performance-Driven Creative Mindset:** My 30+ years of campaign development focuses on what converts, not just what looks pretty. My award-winning work demonstrates a consistent ability to create content that performs and scales.

**Digital Content Ecosystem Mastery:** Every commercial campaign I've produced gets adapted to short-form YouTube and social media assets. I understand platform-specific optimization, analytics, and the full content lifecycle from concept to performance tracking.

**AI Creative Collaboration:** As an active researcher in AI creative tools working with Carnegie Mellon, I'm already using all emerging platforms as creative collaborators, generating custom analytics and market intelligence that drives strategic decisions.

**High-Stakes Experience:** Writing for major brands and celebrities like Berry Gordy and Sidney Poitier taught me how to create compelling copy under pressure that drives real results, not just applause.

**Scalable System Builder:** From managing 200,000-attendee events to creating campaign systems for major brands, I understand how to build repeatable, scalable creative processes that sustain growth.

**Complete Production Oversight:** My experience includes full post-production supervision across most projects, ensuring quality control, delivery standards, and platform-specific optimization.

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*Campaign portfolios and workflow examples available upon request*

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