



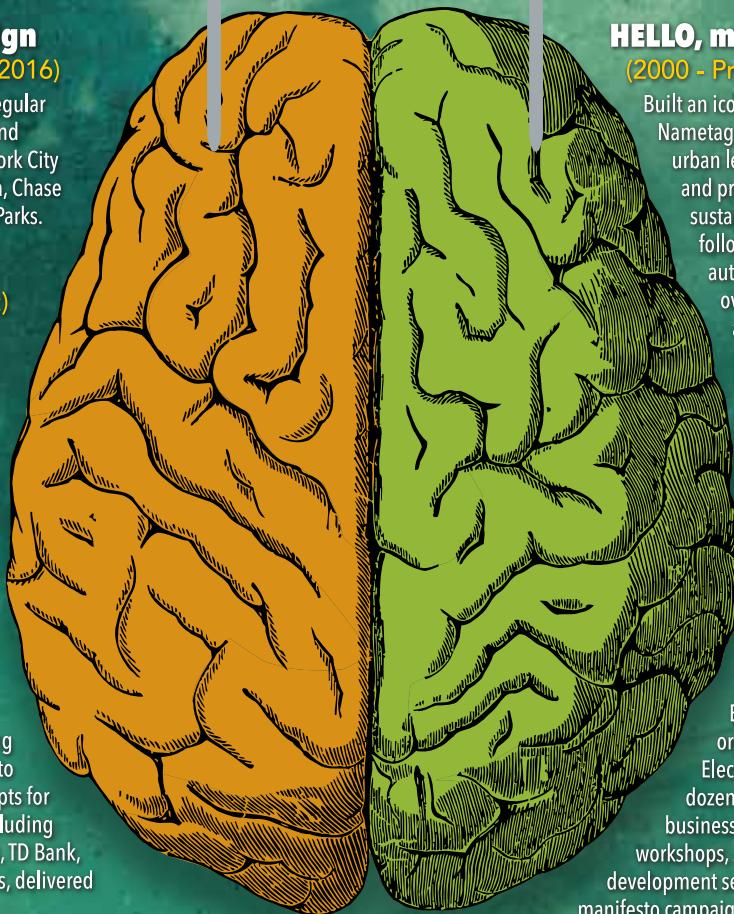
GINSBERG



Prolific entrepreneur, content strategist, copywriter and brand builder with 17 years of experience seeking a position at a New York company.

EMPLOYEE

ENTREPRENEUR



Bandujo Advertising & Design

Copywriter, Content Strategist (2016)

Responsible for digital marketing strategy, regular blogging, advertising research, concepting and copywriting. Partial client list includes New York City Department of Health, Kumon North America, Chase Bank, Audible, NYPD, Wisdom Tree and NYC Parks.

Brooklyn Yoga Tribe

Managing Editor (2014 - Present)

Executed marketing, customer acquisition and brand strategies for yoga studio. Packaged content for website and blog. Created advertising and promotional materials. Built community outreach and member services strategies.

Makeable Innovation

Copywriter, Creative Strategist (2012 - 2014)

Created and operationalized an accelerated strategic framework called Thinkmapping. Set the standard for the strategy team by guiding innovation, establishing communication rituals and creating a winning presentation style that expanded our ability to engage our audience. Wrote copy and concepts for pitch decks and strategic plans for clients including Dannon, Diageo, Jose Cuervo, Almay, Clarins, TD Bank, Radio Shack. Led client facilitation workshops, delivered business development presentations.

HELLO, my name is Scott!

(2000 - Present)

Built an iconic, globally recognized brand as "The Nametag Guy." Converted a social experiment into an urban legend, world record, cultural phenomenon and profitable enterprise. Built, managed and sustained a massive web presence and social media following for 15+ years. Became a trusted authority quoted in major media outlets, doing over 500 interviews in print, television, radio and online outlets.

Authored, produced, published, distributed and promoted 35 books, 3,000 articles on an award winning blog, 600 speeches (including a TED talk), 88 training videos and 5 software applications. Wrote, produced, released, distributed and promoted 8 full-length musical albums of original songs. Performed 100's of concerts around the country. Wrote, produced, scored, starred in and distributed 3 full-length concert documentaries.

Executed freelance work for hundreds of large organizations like Nestle, Monsanto, General Electric, Staples, Disney, Hyatt & Verizon, as well as dozens of associations, startups and small businesses. Created and facilitated creativity workshops, staff training programs and employee development seminars. Created and launched corporate manifesto campaigns and company culture artifacts.

2016 AWARDED Top 50 Yoga Blog

2014 SPEAKER at TEDx Conference

2013 WINNER Worst Tattoo Designs of All Time by MSN Living

2012 FEATURED Business Owner in Success Magazine

2009 VOTED as Top 100 Business Blog on the Web by Alexa

2008 AWARDED the St. Louis Young Entrepreneur of the Year

2006 CREATED the Quiz For Cosmopolitan Magazine

2006 QUOTED as The Authority on Approachability in Wall Street Journal

2005 INDUCTED into Ripley's Believe It Or Not

2004 DUBBED as World's Foremost Nametag Expert by Washington Post

HONORS

Initiative

Expert self-motivator, project manager, able to work w/a team or independently, proven track record of solo and group achievement.

Innovation

Veteran artist, thinker and builder whose keen insights, deep creativity and tough questions spark profitable groupthink.

Interaction

Approachable, contagious professional with whom customers and co-workers can connect, collaborate, cooperate - even criticize!

Influence

Astute listener, synthesizer and noticer whose input and energy can positively infect and drive a team forward.

Inspiration

Gifted communicator online and offline w/broad experience in messaging, audience engagement and presentation delivery.

Investigation

Experienced researcher, advisor & analyst whose sharp eye for patterns, trends and problems will create team breakthroughs.

ASSETS



MEDIA



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