

MADI GETGOOD

COPYWRITER (she/her)

GOOD INFO

getgoodmadison@gmail.com

getgoodmadi.com

772-418-3858

GOOD ACCOLADES

Virtue

Courage award

To find a problem where others weren't seeing one, to kill an idea that you don't absolutely love, to pitch something you know will never go through just to scare a few people.

Adweek

Voice feature 2021

VCU Camp Adventure

Best in Show + 5 other 'bests'

GOOD EDUCATION

Florida State University

Advertising major / Spanish minor

Creative Circus Portfolio School

Copywriting summer program

GOOD EXPERIENCE

PepsiCo/Frito Lay

Sr. Copywriter

2022-PRESENT

Virtue / Vice

Copywriter

Created new flavors with Coca-Cola, elevated the financial category with Vanguard, and brought a meme to life for Logitech

2021-2022

Crispin Porter Bogusky

Copywriter

Won new whisky business with Buchanan's, cosplayed Captain Obvious for Hotels.com, and mastered digital for Fruit of the Loom

2021

Freelance

Copywriter

Wrote pretzel packages for Stellar Snacks, scripted "shower thoughts" for Patreon, and launched Zadar Labs tech startup

2020-2022