

MARVIN WALDMAN
20 Hilltop Drive
Syosset, New York 11791
516.330.8091
marvinwaldman@gmail.com

AGENCY EXPERIENCE:

- 6/00-Present **THE SHADOW GROUP, New York, NY**
Founder and President of advertising group specializing in strategic and creative solutions and “second” opinions, primarily for not-for-profit companies: Metropolitan Museum of Art, ECRI Institute, 92nd Street Y, Untold News, The Healthcare Chaplaincy, Senior Service America, Planned Parenthood, Edna McConnell Clark Foundation, American Technion Society, March of Dimes, PBS, Children’s Television Workshop, Every Child Matters, JASA, AARP, Island Harvest, The Nassau County Holocaust Memorial and Tolerance Center, The American Federation for Aging Research, Morilee Inc., Regional Hospice and Palliative Care.
- 9/83 –12/99 **YOUNG & RUBICAM ADVERTISING - New York, NY**
Executive Creative Director, Executive Vice President
Accounts: United Negro College Fund, Ericsson, Campbell Soup Co., Colgate, Kraft, Merck, Roche, Digital, KFC, Xerox, American Home Foods, KFC, U.S.Postal Service, Key Bank, Goodyear, Blockbuster Video, Merrill Lynch, Holiday Inn, 7Eleven, Kellogg’s.
Successful New Business Pitches: TWA, Merck, Roche, Campbell’s, Key Bank, Knorr, Kellogg’s, Holiday Inn, Blockbuster, RadioShack, Digital, Xerox.
- 3/81 - 9/83 **CHALEK, DREYER, COMERFORD & LUBALIN / CREAMER, INC., NY, NY**
Associate Creative Director
- 5/80 - 3/81 **DANIEL AND CHARLES, New York, NY**
Copywriter
- 12/78 - 5/80 **WARWICK, WELSH AND MILLER, New York, NY**
Copywriter

OTHER WORK/LIFE EXPERIENCE:

- 1/02-Present **PRATT INSTITUTE, New York, NY**
Visiting Assistant Professor of Advertising in the Design Management graduate program.
- 9/17-Present **NEW YORK UNIVERSITY, New York, NY**
Adjunct Professor, Integrated Marketing graduate program.

- 1/06 – Present **ECRI INSTITUTE, Plymouth Meeting, PA**
Strategic and Creative Consultant, to nonprofit organization dedicated to bringing the discipline of applied scientific research to discover which medical procedures, devices, drugs, and processes are best to improve patient care and safety.
- 9/14-Present **GENERATIONS UNITED, Washington, DC**
Member, Board of Directors of non-profit organization whose mission is to improve the lives of children, youth, and older people through intergenerational collaboration, public policies, and programs.
- 1/09-Present **IUSEDTOBERICH.COM**
Founder and President of online store and forum based on my trademarked phrase, *I used to be rich*.
- 9/03-Present **THE BRONX CHARTER SCHOOL FOR BETTER LEARNING, Bronx, NY**
Co-Founder, Vice-Chair of the Board, of not-for-profit elementary school.
- 5/11-1/16 **THE HEALTH PROMOTION INSTITUTE OF AARP AND AFAR**
Founding member, Scientific Advisory Board of The Health Promotion Institute of AARP and the American Federation for Aging Research, whose mission is to disseminate relevant health research to the general public.
- 4/12-12/15 **92nd STREET Y**
Creative Consultant and Writer, develop strategies create marketing and advertising material in traditional and new media.
- 1/16-1/17 **MORILEE INC., NY, NY**
Marketing Consultant, Strategist and Creative Director, tasked to rebrand one of the world's largest designers and manufacturers of bridal gowns, prom dresses and evening gowns. Responsibilities included overseeing the development of a new website, the launch of a new social media campaign and the initiation of a public relations campaign.
- 2000-Present **VARIOUS PUBLICATIONS**
Published author of short stories and poems. Author of a one-act play, which was produced in multiple venues throughout Long Island.
- 3/12- 7/13 **EDNA McCONNELL CLARK FOUNDATION**
Videographer, Produce, write, direct and edit a series of brand videos.
- 3/05 – 1/07 **THE U.S. SENATE DEMOCRATIC POLICY COMMITTEE, Washington, DC**
Advisor on policy and messaging.
- 9/10-1/12 **ST. JOHN'S UNIVERSITY, Queens, NY**
Adjunct Professor of Advertising, College of Professional Studies.
- 2005-2007 **UPRIGHT CITIZENS BRIGADE, NY, NY**
Student/Performer at improvisational comedy theater.
- 2004-2006 **SYOSSET FIRE DEPARTMENT, Syosset, NY**
Volunteer Fireman

- 4/99-4/00 **BILL BRADLEY FOR PRESIDENT INC. NY, NY and West Orange, NJ**
Writer, The Crystal Group that created advertising and developed strategy for Senator Bradley's presidential campaign.
- 9/98-1/02 **THE ADVERTISING COUNCIL, New York, NY**
Member of The Creative Review Board.
- 1974-1975 **MEADOWBROOK HOSPITAL, Meadowbrook, Long Island**
Clinical Associate in Suicide Prevention Center.
- 1970-1978 **P.S. 45, Brooklyn, New York**
Teacher Creative Writing, Language Arts and Reading.

EDUCATION:

Queens College B.A. in Psychology/Communications
Baruch College M.B.A. in Industrial Psychology
The New School for Social Research M.A.+ in Psychology
The H.B. Studios Acting Courses
The University of Iowa Summer Writers' Festival
The Southampton Writer's Conference
Atlantic Theater Company