

**MARVIN WALDMAN**  
20 Hilltop Drive  
Syosset, New York 11791  
516.330.8091  
[marvinwaldman@gmail.com](mailto:marvinwaldman@gmail.com)  
marvinwaldman.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: Edna McConnell Clark Foundation, March of Dimes, PBS, Children’s Television Workshop, ECRI Institute, Every Child Matters, JASA, Planned Parenthood, AARP, Island Harvest, The Nassau County Holocaust Memorial and Tolerance Center, The Healthcare Chaplaincy, Senior Service America, The American Federation for Aging Research.
- 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, 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:**

- 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 for the enduring benefit of all.
- 1/02-Present      **PRATT INSTITUTE, New York, NY**  
*Visiting Assistant Professor* of Advertising in the Design Management graduate program.
- 1/09-Present      **IUSEDTOBERICH.COM**  
*Founder and President* of online store and forum based on the 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-Present **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-Present **92<sup>nd</sup> Street Y**  
*Creative Consultant and Writer*, develop strategies create marketing and advertising material in traditional and new media.
- 3/12-Present **EDNA McCONNELL CLARK FOUNDATION**  
*Videographer*, Produce, write, direct and edit a series of brand videos.
- 2000-Present **VARIOUS PUBLICATIONS**  
*Published author* of short stories and poems, and a short play, which was produced in multiple venues.
- 3/05 – Present **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 and Theater Courses  
**The University of Iowa** Summer Writers' Festival  
**The Southampton** Writer’s Conference