

# STEPHEN GORDET

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## ■ Competencies

- Creative Director
- Copywriter
- Digital Media Buyer
- Site Analyst

## ■ Profile

I am an exceptionally strong strategic thinker, adept at turning brand platforms into persuasive themes and involving stories. Seniors marketing is a particular area of expertise.

My web work is informed by my extensive knowledge of internet media buying and site analysis. I'm as comfortable creating a site map as I am writing search-optimized website copy, developing a display ad, or setting up an AdWords buy.

An extensive background in traditional forms makes me capable of creating better integrated campaigns.

## ■ National Speaking Engagements

Leading Age

- Marketing across the continuum

ALFA

- Internet marketing to seniors

Securities Industry Assn

- Strategy development in seniors marketing

## ■ Business Leadership

Board of Directors

- American Seniors Housing Assn
- SE Florida Alzheimer's Assn  
(Board member and Treasurer)

## ■ Skills

Internet Creative Development

- Web site content
- Remarketing Ads
- Search Engine Optimization
- Blogging
- Banner Ads
- Automated Email Campaigns
- Site Maps
- Persona Development

Media and Site Analysis

- AdWords Search\*
- AdWords Display\*
- Google Analytics\*
- Google Tag Manager
- Facebook Marketing Associate\*
- Screaming Frog SEO
- Spyfu
- Swydo

\*Certifications

Traditional Creative

- Brand theming
- Concept Development
- Copywriting
  - TV
  - Radio
  - Print
  - Direct Mail
  - Brochure
- Radio Production

## ■ Career Highlights

Since 2018, I have been self-employed as a search engine marketing consultant (certified in Google Search & Display), and as a copywriter, creating websites, print ads, brochures, and email communications. My portfolio is available at [www.gordet.com](http://www.gordet.com).

VP Exec Creative Director, Digital Media Buyer, Analyst

- Anstey & Hodge

Creative Director at Seniors Marketing Firms

- VP Creative, BlueSpire Marketing
- Creative Director, Varsity Marketing

Creative Director and Principal, Gordet & Schmidt

- Senior living communities
- Pharma
- Healthcare

Creative Director, Grey Europe

- Responsible for Procter & Gamble brands throughout Europe
- Headquartered in Germany, P&G's largest European market

Creative Director & Copywriter, various NYC agencies

- Procter & Gamble
- Nestlé
- Richardson Vicks
- American Home Products

Awards

- 24 Mature Media Awards
- Two Clios (TV & Radio)

■ Portfolio: [www.gordet.com](http://www.gordet.com)