



CONTACT

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EDUCATION

COPYWRITING

The Creative Circus

BFA FILMMAKING

UNC School of the Arts

AWARDS

FINALIST

*Coca-Cola Refreshing
Filmmaker Award*

SKILLS

Mastery of SEO best Practices, G Suite, Microsoft Office, long and short copy, presentation skills, interviewing, directing, film production, and podcasting. Chiara also spends time drawing, painting, developing her social media skills, and working with Adobe Photoshop, Premiere, and Audition.

CHIARA VON DER GOLTZ

11 / 21 COPYWRITER

Noom | Remote

As a Creative Growth Copywriter, Chiara increased conversion rates, followers, and revenue while shifting brand perception and streamlining brand messaging.

Though Chiara primarily focused on paid growth across the social sphere, she also worked on cross-functional teams, brainstorming and executing everything from high-level upper-funnel brand work to product and UX.

05 / 21 COPYWRITER

IHG Hotels & Resorts | Remote

Duties include leading Atwell Suites' brand rollout and weaving IHG's new tone through UX, email, loyalty, and digital assets.

Standout moments include developing Atwell Suites' fresh and unique voice and creating collateral for its flagship hotel.

08 / 20 COPYWRITER

Edible Arrangements | Atlanta, GA

As the head writer in North America, Chiara created and executed B2B and B2C campaigns for radio, video, digital, print, email, OOH, franchise marketing materials, and SEO-centered product names and descriptions.

Standout moments include partnering with Nintendo and leading rollouts for two new product lines - Edible Bakeshop and FruitFlowers.

05 / 19 COPYWRITER

Chemistry Agency | Atlanta, GA

Idea cannon conceiving and executing 360 campaigns for Aruba Marriott, Atlanta Convention and Visitors Bureau, Children's Healthcare of Atlanta, Kirkland's, Walker & Dunlop, and RA Sushi.

Standout moments include having our Kirkland's "Happy Home" campaign featured on Ads of the World and rewriting Aruba Marriott's website.

06 / 14 FILM INDUSTRY – LOCAL 479

Some Credits Include: Stranger Things, Pitch Perfect 3, Home Free, Sleepy Hollow, Hap and Leonard, and Dirty Grandpa.

Set Decoration Department | Buyer, Set Dresser, and On-Set Dresser
Art Department | Paint Utility, Property Master, Art PA, and Construction PA

(Fun Fact: Chiara helped build the Upside Down.)

10 / 12 WRITER - DIRECTOR

Cirque du Soleil | Winston-Salem, NC

After four rounds of pitching and story development, Chiara and her partner, Graham Cole, were hired to mount their original production, Timmerai.

The final performance and creative process were the subjects of a documentary by WGBH Boston.