

# David Godwin

## The Probabilistic Prophet

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## Director of Brand & Narrative

CHARISMATIC BY BIRTHRIGHT · BRAND EVANGELIST · AUTODIDACT, ERUDITE NONETHELESS

Creative leader translating technology and complexity into stories that move people.  
15+ years building brands and campaigns that connect culture, design, and innovation.  
Known for shaping cross-functional creative teams, simplifying big ideas, and delivering communication programs that earn attention worldwide.

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### EXPERIENCE 1:1 **The Calling**

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#### Carbon — Director of Marketing

2019 – Present

*Lead global brand and content strategy for a technology company redefining manufacturing*

- Built and directed the “Powered by Carbon” ingredient-brand platform spanning sports, dental, and consumer goods.
- Built a cross-disciplinary creative function (brand, content, comms, design, video) delivering integrated earned and owned campaigns.
- Translated complex R&D stories into emotionally resonant brand narratives that elevated Carbon’s reputation.
- Partnered with executives and agencies to launch global campaigns; increased digital engagement 10x.
- Mentored the creative team, fostering experimentation, design rigor, and narrative consistency.

#### Wattsmedia — Creative Director

2014 – 2019

*Led creative development and production for tech, healthcare, and finance clients*

- Directed live-action and digital campaigns; managed crews of 50+.
- Combined brand strategy with cinematic storytelling to drive measurable audience growth.

#### Digital Kitchen — Assoc. Creative Director

2012 – 2014

*Crafted digital-first campaigns and experiential activations for global brands*

- Balanced creative vision, strategy, and production to meet tight deadlines and evolving brand needs.

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### GIFTS 2:1 **Core Competencies**

**GTM Narrative Architecture:** Positioning, message stacks, storytelling frameworks

**Technical Translation:** AI systems, complex software, R&D storytelling, safety/trust framing

**Executive Communications:** Thought leadership, narrative memos, external storytelling, keynote development

**Enterprise GTM:** Buyer-journey alignment, enablement, value articulation, trust-layer narrative

**Cross-Functional Leadership:** Product, research, sales, comms, marketing, operations

**Storytelling & Creative Direction:** Content systems, integrated campaigns, brand architecture, narrative optimization, content performance, audience insights