

# GED FRIEDMAN Founder | Head of Copy & Media Strategy

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## About Ged Friedman

Ged Friedman is the Founder and Head of Copy & Media Strategy for Copy First Media, a boutique marketing services agency based in Los Angeles, California. With a nearly 20-year career spanning extensive managerial roles in 10+ industries, Ged has mastered the art of integrating the marketing process and producing compelling deliverables across print and digital platforms. He is celebrated for translating complex ideas into clear messaging, aligning brand voice with business goals, and crafting communication strategies that leave a lasting impact.

A seasoned leader in B2B and B2C marketing, Ged blends out-of-the-box creativity with measurable analytics to produce campaigns that outperform. From A/B-tested email and SMS initiatives to SEO-rich web copy and paid advertising, his diverse expertise and exacting precision ensure every word serves a purpose. With a deep understanding of CRMs, end-to-end web design, advertising best practices, emerging AI tools, and the ever-evolving digital landscape, Ged brings a very forward-thinking approach to every project—making him a trusted partner for brands aiming to stand out and connect with their audiences.

Connect with Ged via [LinkedIn](#). See Ged Friedman biography page [here](#).

## Summary Of Services

Copy First Media offers personalized consultations to determine the best marketing strategy for you. Choose from a variety of services that can help take your business to the next level:

- Website & Landing Page Content
- Copy Editing & Repurposing
- Blogs & Web Articles
- White Papers & Reports
- Communications & Press Releases
- Sales & Video Scripts
- Social Media & Networking
- Email & SMS Campaigns
- SEO & Organic Reach
- Paid Search & PPC Advertisements
- Pamphlets & Brochures
- Printed Books & Ebooks

## Work Description

**Founder | Head of Copy & Media Strategy**  
Copy First Media, Remote/Greater Los Angeles, CA

Contract Marketing provider focused on fostering profitable partnerships with growing businesses in 10+ industries, offering a comprehensive suite of Premium Copy & Media Strategy Services.

- Conducting consultations to identify target audiences, market trends, and content strategy options
- Directing and implementing effective print and digital marketing content strategies
- Concepting and providing full scale copywriting to capture, educate, and convert target customers
- Producing compelling communications for lead conversion, brand management, and public relations
- Building full-service websites and landing experiences end-to-end, combining UX, SEO, and CRO principles
- Integration of CRMs, AI, and other innovative technology into content creation strategy