

COREY ROSENBERG



Creative Director

I studied graphic design and advertising at SVA and graduated in 2004, choosing to build my career as a copywriter rather than an art director —though I've always been both. Over the past 20 years, I've said yes to every single opportunity that came my way, developing deep expertise across digital, content, technology, UX, and B2B. However, I've always been a traditional ad guy since day 1.

I love what I do and take pride in representing the highest standard of my work in the world. I'm now looking to bring my skills, experience, and leadership to one exceptional company where I can grow, lead, make a meaningful impact.

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LONG-TERM CONTRACT

CREATIVE DIRECTOR, CONTENT DESIGNER & SR. MARKETING PARTNER

ADP Professional Services
December 2025 - Present

Creative Director and content expert for ADP Professional Services, serving as the sole creative partner to an entire division. Lead the refresh of a 50+ asset marketing library across digital, print, and social, to ensure brand consistency and to identify new asset and channel opportunities to drive engagement and demand. Responsible for branding and execution of nationwide summits, delivering end-to-end digital and print experiences used by teams across the country. Partner with sales, product, and leadership to ensure brand consistency and measurable impact, supporting revenue-generating programs at scale.

CONTRACT

UX COPYWRITER & CONTENT DESIGNER

Verizon
October 2025 - Present

Copywriter and content strategist for Verizon Wireless, serving as a dedicated content partner to UX and CX teams. Lead UX copy and content strategy for mobile app and web experiences, translating complex wireless offerings into clear, on-brand messaging for value-driven, price-sensitive customers. Responsible for crafting intuitive, accessible content that reduces friction and supports confident decision-making across the mobile journey.

CONTRACT

ASSOCIATE CREATIVE DIRECTOR AT CONFIZ

Agency: Creative Circle
Start date: 4/28/2025 - 7/30/2025

CONTRACT

LEAD UX COPYWRITER & CONTENT STRATEGIST ON VERIZON

Publicis Sapient on Verizon
January 2025 - May 2025

Collaborated with a cross-functional team of 15+ designers to refine, simplify, and optimize UI/UX copy for Verizon's Protect app. Focused on making in-app messaging clear, concise, and genuinely conversational while ensuring every interaction aligned with Verizon's brand voice and usability standards.

CONSULTANT

COPY DIRECTOR FOR QUARTERHILL

Start date: 2/7/2024

CONTRACT

LEAD UX COPYWRITER & CONTENT STRATEGIST ON PA.GOV

Publicis Sapient on PA.Gov
October 2023 - January 2025

Led the statewide content strategy and hands-on production for migrating 67 agency websites from WordPress to Adobe Experience Manager (AEM). Wrote a 25-page editorial style guide to align voice, tone, and standards across agencies, then worked closely with each team to train, onboard, and support them through the transition. Introduced and managed GatherContent to simplify migration workflows, hosted four weekly working sessions to keep copy moving on tight timelines, and provided real-time review and feedback on 80-200 pages per agency. Jumped in directly to write and style pages in AEM when needed to keep launches on track, and built and managed a team of five copywriters to scale production while maintaining quality and accessibility.

CONTRACT

CREATIVE DIRECTOR/COPYWRITER & SR. MARKETING PARTNER

Amazon Web Services (AWS)
March 2023 - February 2024

Led integrated, multi-channel demand generation campaigns promoting six-figure AWS sponsorships across nine global events. Elevated creative quality and maintained strong brand consistency across all assets while translating complex technical concepts into clear, engaging messaging for global audiences of developers, technologists, and business leaders. Partnered closely with program leads and director-level stakeholders to align execution with evolving business goals, managed a remote development team to deliver production that met Amazon quality standards and matched final Figma designs, and analyzed campaign performance to capture insights and continuously strengthen future strategy.

FREELANCE

ASSOCIATE CREATIVE DIRECTOR AT DIGITAS HEALTH ON DESCOVY FOR PREP

Agency: Clutch Now
Start date: 2/7/2023

FREELANCE

SR. COPYWRITER AT TABLEAU

Agency: Proliance Consulting
Start date: 1/20/2023

CONTRACT

CREATIVE DIRECTOR/COPYWRITER & SR. MARKETING PARTNER

Amazon Prime
May 2022 - January 2023

Led the day-to-day marketing strategy and execution for the launch and early growth of Amazon Prime video, a new Prime business line. Created cross-channel creative across landing pages, product UI/UX, paid and organic social, email, and video—focused on driving acquisition and engagement. Played a direct role in helping the program reach its launch goal of 100,000 new subscribers within the first two months. Also developed and delivered a four-hour copywriting boot camp for 800 Prime team members at a Seattle office, introducing teams to conversational copywriting principles and Amazon Prime voice and tone standards.

CONTRACT

SR. COPYWRITER AT WE COMMUNICATIONS

Agency: Creative Circle
Start date: 4/1/2022

FREELANCE

SR. COPYWRITER AT DOCUSIGN

Agency: Creative Circle
Start date: 4/1/2022

CONTRACT

SR. COPYWRITER AT POWER FLEET

Agency: Creative Circle
Start date: 10/1/2022

FREELANCE

ACD COPYWRITER AT MOVING BRANDS

Agency: Creative Circle
Start date: 2/22/2021

CONTRACT

COPYWRITER AT WSL

Agency: 24 Seven
Start date: 2/22/2021

FREELANCE

SR. COPYWRITER AT CORNETT

Agency: 24 Seven
Start date: 3/1/2021

CONTRACT

SR. COPYWRITER AT FLASHROUTERS

Agency: Creative Circle
Start date: 3/22/2021

FREELANCE

SR. COPYWRITER AT CALLISTO MEDIA INC.

Agency: Creative Circle
Start date: 6/1/2021

FREELANCE

SR. COPYWRITER AT WUNDERMAN + THOMPSON

Agency: 24 Seven
Start date: 8/23/2021

FREELANCE

SR. COPYWRITER AT ROKU

Agency: Creative Circle
Start date: 10/25/2021

FREELANCE

COPYWRITER AT BECTON DICKINSON & CO.

Agency: Creative Circle
Start date: 6/16/2020

FREELANCE

COPYWRITER AT GAMEEFFECTIVE

Agency: Creative Circle
Start date: 2/28/2019

FREELANCE

COPYWRITER AT VIDMOB

Agency: Creative Circle
Start date: 7/8/2019

FREELANCE

COPYWRITER AT BLOOMBERG

Agency: Solomon Page
Start date: 10/22/2019

FREELANCE

COPYWRITER AT TALEND

Agency: Creative Circle
Start date: 12/16/2019

FREELANCE

COPYWRITER AT GRAILED

Agency: 80Twenty
Start date: 10/28/2019

FREELANCE

CD/COPYWRITER AT ELEPHANT

Agency: Cypress HCM
Start date: 5/10/2018

FREELANCE

COPYWRITER AT WIRED

Agency: Artisan Talent
Start date: 5/16/2018

FREELANCE

COPYWRITER AT FRENCH TECH HUB

Agency: Creative Circle
Start date: 10/24/2018

CONSULTANT

COPY DIRECTOR FOR THIRDCANNEL

Start date: 10/22/2018 - 1/19/2022

CONSULTANT

COPYWRITER FOR SOCIAL CHORUS

Start date: 5/11/2018

TEACHING

COPYWRITING INSTRUCTOR

San Francisco School of Copywriting
September 2016 - January 2017

Contacted by the founder of the San Francisco School of Copywriting and invited to create and teach a course upon returning to San Francisco in 2017 to work at Yelp

Designed and led a 6-part course for content creators and small business owners titled 360° Copywriting: Best Practices Across the Digital Ecosystem

Structured weekly classes by channel, including: Websites & landing pages, Email, UI/UX writing, Social media, and Video scripts

TEACHING

ADVERTISING INSTRUCTOR

Miami Ad School
September 2012 - May 2016
San Francisco & NYC Campuses

Taught advertising portfolio students with a focus on giving back to emerging talent while developing leadership, mentorship, and management skills.

Started by teaching Basic Advertising, which grew into leading eight distinct courses over four years—impacting 150+ students across both campuses.

Delivered an Industry Heroes lecture on the value of using LinkedIn as a creative portfolio platform, helping students position themselves for real-world success.

FULL-TIME ROLE/MANAGEMENT

CREATIVE DIRECTOR

Yelp, Inc.
September 2017 - November 2018

Managed and mentored a 27-person creative team of copywriters, designers, animators, and videographers, delivering high-impact work across both B2B and B2C initiatives. Set the creative vision and led production for cross-org sales and marketing assets, ensuring a cohesive, elevated experience across product UI/UX, email, paid and organic social, and video. Worked closely with marketing, strategy, and PR partners to stay aligned on briefs, review performance, and identify opportunities to optimize creative—while consistently delivering compelling, on-brand work on time.

TEACHING

ADVERTISING INSTRUCTOR

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FULL-TIME ROLE/MANAGEMENT

ASSOCIATE CREATIVE DIRECTOR ON TOYOTA

Saatchi & Saatchi
July 2016 - September 2017

Managed a team of four content writers creating digital content for Toyota.com and print assets for local dealerships, supporting the global marketing of Toyota's 27-vehicle lineup to more than 25 million customers. Partnered on high-priority initiatives under Creative Director Douglas Koh, contributing to strategic content development and strong cross-functional alignment. Oversaw the content production for The Impossible Quest, a \$1M fully customized 4D brand experience launched at TechCrunch Disrupt 2017, and led the content launch of Concept-i, Toyota's autonomous concept car, shaping messaging across Toyota.com, global PR channels, and CES event materials.

CONSULTANT

COPYWRITER FOR VERTO ANALYTICS

Start date: 3/10/2016

CONSULTANT

COPYWRITER FOR RHODE ADVERTISING

Start date: 4/13/2016

FULL-TIME ROLE/MANAGEMENT

ASSOCIATE CREATIVE DIRECTOR ON GSK

Wunderman
September 2015 - July 2016

Served as Lead Digital ACD/Copywriter for GlaxoSmithKline, managing a team of three copywriters and overseeing all digital content production across GSK's oral care brands. Led creative development from concept through execution, including producing multiple video projects for ProNamel and writing the script for a Wunderman Health brand video, collaborating closely with production teams to bring the work to life.

CONSULTANT

COPYWRITER FOR REPLENISH

Start date: 12/31/2015

CONSULTANT

COPYWRITER FOR DECCA DESIGN ON FORTINET, CISCO, & ORACLE

Start date: 3/25/2015 - 2021

CONSULTANT

COPYWRITER FOR RESULTS ADVERTISING

Start date: 11/5/2015 - 12/17/2018

CONSULTANT

COPYWRITER FOR BIG IDEA ADVERTISING

Start date: 4/30/2015

CONSULTANT

COPYWRITER FOR RED CROW MARKETING

Start date: 6/18/2015 - 12/3/2015

CONSULTANT

COPYWRITER FOR FIELD TRIP JERKY

Start date: 2/24/2015 - Present

CONSULTANT

COPYWRITER FOR KNIGHTSBRIDGE BRANDING

Start date: 6/30/2015 - 6/24/2016

CONSULTANT

COPYWRITER FOR BOZZUTO GROUP

Start date: 6/29/2015

CONSULTANT

COPYWRITER FOR GET STORIED

Start date: 8/11/2020 - 9/12/2022

FULL-TIME EMPLOYMENT

COPY DIRECTOR ON DISCOVER

Magnani Caruso & Dutton
September 2015 - July 2016

I led cross-functional teams focused on experience design and digital marketing, and managed the agency's copy practice. I shaped helped shape Discover's digital ecosystem—leading major redesigns, product launches, and content initiatives across onboarding, servicing, and lifecycle communications, as well as campaigns in advertising, video, and social.

Other clients included TIAA, Betterment, AT&T, HBO, Capital One, Prudential, Merrill Edge, Acima, and Lockton.

FULL-TIME ROLE

SR. COPYWRITER

LinkedIn
October 2012 - September 2015

Authored LinkedIn's brand voice and tone style guide, setting a clear, unified writing standard across marketing and product touchpoints.

Ensured all marketing assets—from landing pages and social to email and video—consistently reflected that voice, while working closely with teams to raise overall quality and clarity. Designed and led a four-hour global copywriting masterclass to train sales, marketing, and product partners on the new guidelines and core copywriting best practices, helping streamline campaign development. Partnered with brand designers to concept and deliver integrated marketing campaigns for small, medium, and large businesses, driving awareness and adoption of LinkedIn's technology solutions.

FULL-TIME ROLE

SR. COPYWRITER ON ADWORDS

Google
June 2010 - October 2012

Brought in by the world's largest tech company to write digital copy for AdWords, with a focus on engaging small-to-medium businesses. Developed personalized, conversion-focused messaging—including A/B-tested subject lines—to drive stronger performance across global campaigns. Helped pioneer what's now known as conversational copywriting, reshaping traditional enterprise language into clear, human-centered content. As a result, increased average email click-through rates from 3% to 15%, generating more than 25 million additional clicks from SMBs worldwide.

FULL-TIME ROLE

WRITER ON DEWAR'S 12, PURINA, FRISKIES, 21ST CENTURY AUTO INSURANCE & WOLVERINE

Avrett Free & Ginsberg
October 2010 - September 2012

Worked as a print copywriter at a prestigious luxury brand advertising agency in NYC, creating campaigns for subways, billboards, and bus shelters. Developed and adapted creative across both traditional and digital formats, ensuring visuals and messaging resonated with each medium while maintaining the brand's high-end identity.

INTERNSHIP

COPYWRITER ON ORAL B

BBDO
January 2004 - June 2004

Won a highly competitive six-month internship at BBDO through the School of Visual Arts, where I contributed to several Oral-B print campaigns, including the launch of Oral-B Brush-Ups, gaining hands-on experience in creative development and brand storytelling.

EDUCATION

ADVERTISING & GRAPHIC DESIGN MAJOR AT SCHOOL OF VISUAL ARTS

School of Visual Arts
September 1999 - May 2004

B.F.A. in Advertising & Graphic Design
G.P.A. of 4.0

Won a highly competitive six-month internship at BBDO.

LIST OF

AWARDS, HONORS & RECOGNITIONS

FILM SHORTLIST: CLIO AWARDS | APR 2024
Campaign: "The Real Housewives of Amazon"
Brand: Amazon Prime

COMMUNICATION ARTS ADVERTISING ANNUAL 2005
Associated with Avrett Free & Ginsberg
"You would be Jackie Rogers too" was featured.

BEST AUTOMOTIVE CAMPAIGN: THE DRUM | JAN 2017
Associated with Saatchi & Saatchi
Campaign: "The Impossible Quest"
Brand: Toyota

ONE SHOW FINALIST | MAY 2005
Associated with Avrett Free & Ginsberg
"You would be Jackie Rogers too" was a finalist

FILM SHORTLIST: CLIO AWARDS | APR 2013
Campaign: "Fill in the _____"
Brand: LinkedIn

WEBBYS | BEST IN COPYWRITING HONOREE | JAN 2004
Associated with School of Visual Arts
Campaign: "Don't Drink & Vote"

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