Corey Rosenberg (in

Highly-seasoned creative director/copywriter, content designer, and copywriting consultant who has built a professional brand around simplifying, streamlining, and humanizing cross-channel digital marketing campaigns—as well as teaching and training teams to be able to write fully-optimized copy and content.



Professional Experience

Publicis Sapient

Copywriting Consultant & Copy Director October 1, 2023 – Present | New York, New York Copy Director **Copywriting Consultant**

Copywriter

UX Designer

Hired as a consultant/subject matter expert to help assist 67 Commonwealth of PA government agencies (including the DOS, DHS, L&I, DMV, and DOH) simplify content from their outdated and disparate Wordpress websites, and migrate it all to a brand-new, fully consolidated pa.gov. Then was promoted to Copy Lead/Director managing a team of copywriters.

Responsibilities include:

- Strategizing and documenting the 25-page CoPA Editorial style guide designed to help streamline the voice and tone across all 67 teams, all writing on behalf of their individual agencies, then onboarding each agency team one by one.
- Introducing each team to Gather Content—the content publishing platform chosen to migrate from WordPress to AEM—and teaching them how to use it.
- Leading hour-long copywriting working sessions, with each team, four times per week, to guide and coach them through a tight production timeline—a three-month turnaround time from kick-off to going live.
- Reviewing and providing real-time feedback on every single page authored or edited (approximately 80-200 pages per agency) to help ensure stylistic alignment as well as a consistent and unified voice and tone that feels human, and intuitive, to all PA residents.
- Ensuring that all content maps back to and aligns with web copywriting best practices, as well as our PA.gov editorial guidelines.
- Hired and manage a team of 5 copywriters.

AWS (Amazon Web Services)

Creative Director/Copywriter

March 2023 - February 2024 | New York, New York

Creative Director

Hired in a contract capacity as a content lead to help grow Amazon Web Services' Global Sponsorship business through demand generation marketing efforts.

Responsibilities include:

- Strategizing, executing (copy and design), and overseeing the development of fully-integrated, demand generation marketing campaigns—multi-channel assets used to promote and sell hundred-thousand-dollar sponsorship packages to a global AWS Partner audience, across 9 annual, global events and large-scale conferences.
- Elevating all creative, while also ensuring brand consistency and alignment across all assets and channels.
- Simplifying messaging for a diverse, global audience made up of developers, technologists, and business directors.
- Managing and incorporating multiple layers and rounds of program lead and director-level stakeholder feedback.
- Overseeing the work of a fully-remote dev team to ensure high quality, Amazon-level production that matches Figma designs.
- Learning from and documenting performance metrics, turning those learnings into documented best practices and incorporating those findings into our strategy.

Amazon Prime

Creative Director/Copywriter May 2022 – January 2023 | New York, New York **Creative Director** Copywriter **UX** Designer

Hired in a contract capacity as a content lead to help Amazon Prime launch Prime Access, a new line of business offering 50% off Prime membership to low-income customers receiving government benefits.

Responsibilities included:

- Strategizing and executing all of the day-to-day marketing assets required to launch and grow a new line of business.
- Designing and copywriting for all cross-channel assets including: Landing page, Product UI/UX, Paid + organic social, Email marketing for new users, and Video assets.
- Helping to ensure that we reached our target goal of 100,000 new subs/conversions in our first two months, post-launch.
- Organizing and leading a four-hour copywriting boot camp for 800 Prime team members, successfully executed at the Prime team offsite in Seattle, WA.—a training designed to introduce all team members to my brand of conversational copywriting, as well as the Amazon Prime brand voice and tone style guide.

Creative Director

Copywriter

Creative Director

September 2017 - November 2018 | San Francisco, CA

Hired in a full-time capacity as Yelp's first-ever Creative Director/Copywriter to manage a team of 27 creatives—all at different stages of their professional journeys—to mentor and grow the team, and to help deliver top-notch marketing assets that were always on brand, on brief, and on time.

Responsibilities included:

- Managing a team of 27 creatives, including copywriters, designers, animators, and videographers.
- Oversaw creative direction and production of all cross-org sales and marketing assets produced by my creative teams to ensure a clean, cohesive, and elevated, UX across all channels, including: Product UI/UX, all email marketing assets, organic + paid social, and video assets.
- Ensured all B2B & B2C marketing assets were compelling, actionable, on brief, on-brand, and on time.
- Met regularly with marketing, strategy and PR counterparts to collaborate over creative briefs, performance recaps, and optimization strategies and tactics.
- Solved for managing an oversized creative team by establishing daily office hours; one hour each day when my team could schedule 15 minutes to check in, share their progress, and get feedback from me to ensure all work was on time, on brief, and on brand.

Saatchi & Saatchi

Associate Creative Director

July 2015 - October 2017 | Los Angeles, CA

Assoc. Creative Director

Hired in a full-time capacity as an Associate Creative Director to manage a fully-dedicated, in-house content team responsible for marketing Toyota's line-up of 27 vehicles both online and off.

Responsibilities included:

- Reporting to the creative director, Dwayne Koh, and assisting in high priority projects.
- Managing a team of four content writers, all producing digital content for Toyota.com and print assets for local dealers—all designed to market and sell Toyota's portfolio of 27 vehicles to a global audience of over 25 million customers.
- Oversaw production of The Impossible Quest, a \$1M fully-customized 4D experience—which launched at TechCrunch Disrupt 2017—which allowed convention attendees a unique opportunity to discover Prius Prime, Toyota's most tech advanced car to date.
- Launched Concept-i, Toyota's autonomous car of the future, which included all strategically-branded external-facing global messaging for Toyota.com, PR and CES.

LinkedIn

Sr. Copywriter

October 2012 - October 2014 | Mountain view, CA

Sr. Copywriter

Hired in a full-time capacity as a Sr. Copywriter (promoted to Associate Creative Director) to partner with LinkedIn's brand and marketing design team, as a member of the voice and tone (content) team.

Responsibilities included:

- Brand & Marketing and UI/UX copywriting.
- Authored LinkedIn's brand voice & tone style guide.
- Ensured all produced marketing assets aligned with brand guidelines.
- Designed, and led, a four-hour copywriting masterclasses to streamline cross-org marketing efforts (global sales, marketing and product teams) by introducing our brand style guide, while also teaching them copywriting best practices.
- Collaborated with brand designers to produce fully-integrated marketing campaigns—targeted towards small, medium, and large businesses—all designed to help launch, market, and sell LinkedIn's suite of tech offerings.
- Generated concepts and wrote copy for multiple channels, including landing pages, social, email marketing and video.
- Collaborated with teams of product designers to edit product interface copy, ensuring alignment with LinkedIn's brand voice and tone style guide, as well as industry best practices.

Google

Sr. Copywriter

Sr. Copywriter

June 2010 - October 2012 | Mountain view, CA

Hired in a full-time capacity as a Sr. Copywriter to elevate and simplify Google Ad Words digital marketing efforts, including marketing emails, landing pages and in-product ads to generate leads and boost sales.

Responsibilities included:

- Hired as by the world's largest tech company, as a B2B Copywriter, writing digital copy and content for AdWords.
- Crafted personalized, SMB-targeted messaging, including multiple subject line options for A/B testing.
- Established what most tech companies now refer to as "conversational copywriting"— an industry-wide best practice.
- Increased email conversion rate avgs. from 3% CTR to 15% CTR by humanizing B2B/enterprise sounding copy and content, which translated into more than 25M new clicks from SMBs all over the world.

Teaching & Training Experience

The Copywriting Masterclass

Copywriting Coach/Trainer

October 2018 - Present | San Francisco, CA + New York City

Born out of a legitimate need for CMO's and Brand Directors to empower their content teams to be able to write marketing copy that's clear, concise, conversational, and always on-brand—I leveraged my brand of conversational copywriting (H2H), and my experience teaching advertising, to create a copywriting bootcamp for startup and enterprise teams.

In 2016, I formally branded, launched, and grew a four-hour, B2B copywriting bootcamp designed to help hyper-growth companies establish and maintain authentic connections with their customers, at scale, by introducing their teams to a style of copywriting that's conversational (Human-toHuman), and training them to be able to write fully-optimized content that's always on brand and actionable.

San Francisco School of Copywriting

Copywriting Instructor

September 2016 - January 2018 | San Francisco, CA

Upon returning to San Francisco to work at Yelp in 2017, I was contacted by the founder of the San Francisco School of Copywriting, and offered an opportunity to create, and teach, a course at the school.

Designed and led a 6-part course, designed for content creators and small business owners, called 360° Copywriting: Best Practices Across the Digital Ecosystem. Weekly classes were broken out into channel type, including: Websites & Landing pages, Emails, UI/UX writing, Social Media, and Video Scripts.

Miami Ad School

Advertising Teacher

September 2012 - May 2016 | San Francisco, CA + New York City

Taught advertising portfolio students at Miami Ad School's San Francisco and New York City campuses in an effort to give back to the next generation talent, while also teaching myself how to lead, mentor, and manage.

Began teaching Basic Advertising, which led to teaching a total of eight different classes, attended by more than 150 students in total over the course of four years—which included an industry heroes lecture on the importance of using LinkedIn as a creative portfolio student.

Education

School of Visual Arts

September 1999 - May 2004 | New York City Advertising & Graphic Design Major

- B.F.A. Advertising & Graphic Design
- Graduated in 2004 with a 4.0 GPA
- Awarded prestigious BBDO internship, where I began my career in 2003, prior to graduation.

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