



THE CONVERSATIONAL COPYWRITER



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# COREY ROSENBERG

CAREER GOAL: DELIVER THE **Ted**Talk ON COPYWRITING.

## PROFESSIONAL EXPERIENCE

### COPYWRITING WITH CONFIDENCE™

PRINCIPAL & TRAINER  
MARCH 2018-PRESENT

- Companies like Adobe, LinkedIn, Social Chorus and Dolby invite me in to train their teams on digital best practices, empowering them to write B2B copy more effectively.
- Bespoke trainings inspired by 15 years working as a copywriter, and 5 years teaching it.

### RENTQUALIFIER.COM

CHIEF MARKETING OFFICER & ADVISOR  
MARCH 2021-PRESENT

- Pre-launch, industry-disrupting startup
- Founded by 3 Silicon Valley startup veterans
- Responsible for brand, growth, and product UI/UX

### STORIED

STRATEGIC COPYWRITER, CONSULTANT  
JANUARY 2021-PRESENT

- Strategic partner and consultant to the foremost strategic brand storytelling agency in the world.
- Responsible for translating key marketing messaging into web copy to re-tell their story and sell their services.

### YELP

CREATIVE DIRECTOR & COPY LEAD  
SEPTEMBER 2017 - NOVEMBER 2018

- Managed a team of 27 creatives (design & copy)
- Oversaw all creative assets production for growth, B2B, email and new products marketing
- Elevated creative and ensured all B2B & B2C was on brief, on-brand and on time.

### SAATCHI & SAATCHI

ASSOCIATE CREATIVE DIRECTOR/COPY LEAD  
JULY 2015-OCTOBER 2017

- Managed 3 copywriters, responsible for writing all of Toyota's digital content—product and platform
- Managed creative development and production on "The Impossible Quest," a \$1M virtual VR customized for the launch of Toyota Prius Prime—the company's most tech-advanced car—at TechCrunch 2017.
- Launched Toyota's autonomous car of the future: Toyota Concept-i.

### WUNDERMAN

ASSOCIATE CREATIVE DIRECTOR/COPY LEAD  
AUGUST 2014-JULY 2015

- Managed a team of 2 content writers
- Oversaw all creative for all GSK Oral Care brands
- Produced cross-channel, fully-integrated marketing that was all on strategy, on brief and on-time.

### LINKEDIN

SR. COPYWRITER BRANDING & MARKETING  
JUNE 2012-OCTOBER 2014

- Hired as B2B Senior Copywriter, transitioned to B2C Senior Copywriter after 6 months
- Served as Senior Copywriter on Voice & Tone (Content) team and supported 6 designers on Brand & Marketing team
- Designed and led Copywriting 101, a large-scale workshop for LinkedIn marketers and salespeople

### GOOGLE

SR. COPYWRITER BRANDING & MARKETING  
JUNE 2012-OCTOBER 2014

- Supported Google AdWords team as a B2B copywriter
- Increased email conversion rate avg. from 3% CTR to 15% CTR, which translated into more than 25M new clicks

## **AVRETT FREE & GINSBERG**

COPYWRITER

AUGUST 2004-OCTOBER 2006

- Worked closely with agency's art director on its entire portfolio of luxury brand clients, including Dewars, Tum, Van Cleef & Arpels, St. Regis, Enterprise Rent-A-Car & Friskies
- Created campaigns for print, subways, billboards, bus shelters, radio and TV

## **BBDO**

COPYWRITER

JANUARY 2003 - MAY 2004

- Supported several creative directors' initiatives while finishing studies at SVA
- Assisted the global launch of Oral-B Brush-ups
- Researched, wrote and conceptualized elements of diverse agency projects

## **OTHER PROFESSIONAL EXPERIENCES**

### **ABSOLUT DOCUMENTARY**

EXECUTIVE DIRECTOR & WRITER

JULY 2019-PRESENT

- First-time documentarian, telling the story behind the greatest advertising campaign of all time
- Executive Director, Writer and Co-Executive Producer
- Partnered with award-winning documentary sales and production company, Submarine Entertainment.

### **MIAMI AD SCHOOL**

TEACHER

SEPTEMBER 2012-MAY 2016

- Began teaching at Miami Ad School's San Francisco campus in 2012. Switched to its NYC campus after relocating in 2014
- Initial course offering of Basic Advertising led to teaching roles in 8 different classes attended by more than 150 students

## **EDUCATION**

### **SCHOOL OF VISUAL ARTS**

SEPTEMBER 1999-MAY 2004

B.F.A. Advertising & Graphic Design

## **FREELANCE & CONSULTING**

### **TECHNOLOGY**

Hai (2018-2019)

aiSTYLIST (2018-2019)

ThirdChannel (2018-2019)

Zuora (2015-2016)

Kore (2016)

Cisco (2015-2018)

Vibes (2017-2018)

Canto (2016)

Riverbed Technology (2016)

Fortinet (2015)

Urbint (2018)

Verto Analytics (2017)

Babbel (2017)

NetApp (2016)

Social Chorus (2018-2019)

Oracle (2016)

### **FINANCIAL**

DAAC (2018)

Western Union (2016)

Stash (2016)

### **CPG**

Field Trip Beef Jerky (2014-present)

Creator (2018)

Replenish Blender (2016)

### **AD AGENCIES**

Results Advertising (2018)

Big Idea Advertising (2018-2019)

RHODE Advertising (2016-2017)

Decca Design (2014-2019)

Knightsbridge Branding (2016)

### **EDUCATION**

The New School NYC (2018)

United Way (2017)

### **HOTELS**

The James Hotel (2016)

### **BEAUTY**

Lancome (2015)

### **REAL ESTATE**

Tishman Speyer (2016)

Bozzuto Group (2015)