

# Corey Rosenberg

Advertising Creative Director/Copywriter

I humanize, conversationalize, and personalize cross-channel digital marketing assets for the most important brands in the world. The more complex the brief, the more emerging the technology, and the more complicated the target customer, the better. You can check out my work samples [here](#).

## Professional experience

### WUNDERMAN THOMPSON

Copywriter on Microsoft  
August 2021 - Present

I strategize and write long form lifestyle articles which provide Microsoft users with product recommendations and product features best practices designed to help them lead a more efficient, productive and tech savvy life, online and off.

### STORIED

Strategic Copywriting Partner  
January 2021 - Present

I translate highly complex internal key marketing and brand strategy messaging into conversational web copy that's designed to humanize brands, products and services for B2B companies like for brands like Facebook, Shopify and Community.co

### yelp

Creative Director & Copy Lead  
September 2017 - November 2018

As Yelp's first-ever creative lead, I oversaw the day to day tasks and helped elevate the work produced by a team of 27 creatives, which included strategy briefings, creative kick offs, regular check ins, presentation to partner marketing teams and post launch performance debriefings.

### SAATCHI & SAATCHI

Associate Creative Director on Toyota  
July 2015 - October 2017

I managed a team of 3 content writers who were responsible for crafting all copy for Toyota.com, strategic content designed to market and sell Toyota's lineup of 20+ vehicles. I oversaw production of a \$1M VR experience, The Impossible Quest, which debuted at TechCrunch Disrupt to rave reviews by every major online tech publication and wrote the web experience which launched Toyota's autonomous car of the future to the world.

### LinkedIn

B2B Associate Creative Director/Copywriter  
June 2012 - October 2014

Partnered with product designers and brand and marketing designers to elevate, launch, market and ensure brand alignment for LinkedIn's business-facing products and services, targeted towards recruiters, marketers and salespeople, including Company Pages, Conversations, Jobs ads, and the LinkedIn Jobs mobile app.

### Google

Sr. Copywriter on Google AdWords  
January 2011 - June 2012

Established what is now commonly referred to by most tech companies as "conversational copywriting" while supporting Google AdWords team as a B2B copywriter. By humanizing B2B/enterprise sounding copy and content, I was able to increase email conversion rate avgs. from 3% CTR to 15% CTR, which translated into more than 25M new clicks from SMBs all over the world.

### afg&

Copywriter  
July 2015 - October 2017

First full-time job out of college, I was hired by the agency's ECD to create print campaigns for subways, billboards, and bus shelters, as well as radio and TV spots for AFG's entire portfolio of luxury brand clients, such as Dewars, Tum, Van Cleef & Arpels, St. Regis, Enterprise Rent-A-Car & Friskies as well as new business pitches.

## More professional experiences

### COPY RIGHT

Principal & Team Trainer  
March 2018 - Present

Companies like Adobe, LinkedIn, SocialChorus, and Abodu invite me in to elevate their brand, business, and bottom line by teaching teams of content marketers, sales pros, HR reps and executives my unique brand of conversational copywriting—a 3-hr masterclass designed to ensure consistency and cross-team and org wide comms alignment.

### MIAMI AD SCHOOL

Advertising Teacher  
September 2012 - May 2016

Began teaching Basic Advertising, which then led to teaching a total of 8 different classes, attended by more than 150 students, over the course of 4 years—which included an industry heroes lecture on the importance of using LinkedIn as a creative portfolio student.

## Education

### SVA NYC

Advertising & Graphic Design Major  
September 1999 - May 2004

B.F.A. Advertising & Graphic Design

## Freelance clients

### 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)

### Hospitality

The James Hotel (2016)

### Beauty

Lancome (2015)

### Real Estate

Tishman Speyer (2016)  
Bozzuto Group (2015)