

# Rumor has it YOU'RE LOOKING FOR A TALENTED CONTENT DIRECTOR

WELL, LOOK NO FURTHER. I'M RIGHT HERE.

I'm Corey Rosenberg, I'm a highly-experienced, highly-opinionated and extremely-fussy Creative Director/Copywriter living and working in NYC. For the past 15 years, since graduating from the School of Visual Arts, I've been so lucky to get to work for some of the best ad agencies and tech companies in the world. I dreamed of having an extraordinary career, but I never imagined I'd achieve most of the professional successes I have. And of course, with big successes come even bigger failures—I've had a few of those as well! Haven't we all. But my love for my career and my extraordinary passion for copywriting always managed to lead me onwards and upwards to the next huge, career-transforming opportunity.

I've soaked up as much experience as I could to become the seasoned creative director, copywriter, designer and marketer I am today. As the world becomes increasingly hi-tech, I'm grateful to have worked for so many innovative tech companies in Silicon Valley. I've been in creative leadership roles at Google, Saatchi & Saatchi, LinkedIn, Wunderman, BBDO and Yelp. I've freelanced for more than 50 startups across every industry imaginable. I've grown and managed small, medium and very large creative teams. I've even taught advertising & copywriting for 5 years at some kickass portfolio schools. But, I'm just getting started.

I'm always open to new and exciting opportunities. If you need a reliable copy and content writer to come in and transform your UX, reach out and say hello. I have a lot to offer you and your company.

## MY PROFESSIONAL EXPERIENCE



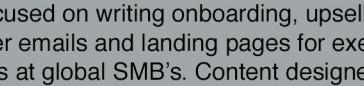
CREATIVE DIRECTOR, 2017-2018

First creative director at Yelp. Managed a team of 9 copywriters + 6 designers. Was responsible for growing and coaching my team, elevating their day-to-day creative, and helping to accelerate growth. Responsible for editing all B2B & B2C digital + print assets across all channels and social platforms to help sell the brand, products and services.

SAATCHI & SAATCHI

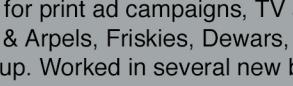
ASSOCIATE CREATIVE DIRECTOR, 2016-2017

Copy Lead at SSLA. Managed 4 copywriters who produced all content for Toyota's entire digital ecosystem. Produced an award-winning, million-dollar virtual reality experience launching Toyota's most tech advanced electric car to date, Prius Prime, at Tech Crunch in 2017. Also launched Toyota's autonomous car of the future, the Toyota Concept-i, at CES.



ASSOCIATE CREATIVE DIRECTOR, 2015-2016

Copywriting lead overseeing the production of all digital assets for Glaxo Smith Kline's portfolio of oral care brands: ProNamel, Polident, Poligrip, Biotene, Aquafresh & Sensodyne. Managed a team of 2 copywriters. Edited all copy for web, landing pages, social media, video scripts and banners. Produced Wunderman Health's external sales video for the President of the company.



ASSOCIATE CREATIVE DIRECTOR, 2016-2017

Copywriting lead on LinkedIn's internal Voice & Tone team. Supporting all projects for both the B2B & B2C Brand & Marketing teams. Reported up to the VP of User Experience Design. Wrote copy across all channels. Served 6 designers at once for LinkedIn's product launches and corporate events. Hosted internal copywriting workshops for teams.



SENIOR COPYWRITER, 2010-2012



COPYWRITER, 2004-2006

Relocated to SF in 2010. Was quickly hired as a B2B copywriter and content strategist on the AdWords marketing team. Solely-focused on writing onboarding, upsell, hibernation and lapsed-user emails and landing pages for executives and business owners at global SMB's. Content designed to educate them around Google AdWords best practices and tips & tricks.

Hired right out of college, I landed my first job as a copywriter at a boutique luxury brands ad agency in NYC. Created copy and concepts for print ad campaigns, TV and OOH for Tumi, Van Cleef & Arpels, Friskies, Dewars, Fortunoff & The Glazier Group. Worked in several new business pitches, including Bacardi, Cravebusters and Royalvegas poker.com.

## HERE'S WHERE I'VE TAUGHT COPYWRITING

MIAMI AD SCHOOL

TEACHER, 2014-2017

SAN FRANCISCO SCHOOL  
OF COPYWRITING

TEACHER, 2014-2017

Asked by the owner of the school to design and teach my very own course, I created and taught 360° Copywriting: Copywriting Best Practices Across the Digital Ecosystem. Taught from Yelp HQ in SF to professionals and small business owners, the course was 6 weeks long and recorded and sold by the school.

## HERE'S WHERE I'VE FREELANCED

FREELANCE CREATIVE DIRECTOR/COPYWRITER, 2014-2019

**TECH:** Hai, aiSTYLIST, ThirdChannel, Zuora, Kore, Cisco, Vibes, Canto, Flight, Riverbed Technology, Fortinet, Urbint, Verto Analytics, Babbel, NetApp, SocialChorus, Oracle. **FINANCIAL:** DAAC, Western Union, Stash **CPG:** Field Trip Beef Jerky, Creator, Replenish Blender **AD AGENCIES:** Results Advertising, Big Idea Advertising, RHODE Advertising, Decca Design, Knightsbridge Branding **EDUCATION:** The New School NYC, United Way **HOTELS:** The James Hotel **BEAUTY:** Lancome **REAL ESTATE:** Tishman Speyer Bozzuto Group, Ignited Spaces

## AND HERE'S WHERE IT ALL BEGAN



B.F.A. ADVERTISING & GRAPHIC DESIGN, 2004

Graduated from SVA in 2004 with a B.F.A. in Advertising & Graphic Design and a 4.0 G.P.A.

CHECK OUT MY WORK