



COREY ROSENBERG

Copywriter & Brand Consultant

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Growth-motivated, creative leader with 15 years of unmatched professional experience, including 4 years as a teacher of advertising and copywriting. I specialize in conversationalizing (humanizing) B2B and SaaS brands across all channels and platforms. As a reliable and successful content marketing partner, I'm passionate about strategizing and executing on original, highly-disruptive, and socially-aware brand and product launches—then stepping on the gas to help accelerate growth. I always show up armed with marketing skills acquired from working in-house with the best companies in the world, thrilled to lead and ready to succeed.

PROFESSIONAL EXPERIENCE



Copywriter Corey

Copywriter & Brand Consultant
December 2018 - Present | NYC

Brand copywriter/marketing director for H.ai (SF), ThirdChannel (Boston), Gameffective (NYC), Grailed (NYC), Dolby (SF) and Bloomberg (NYC). You can visit my Vimeo [here](#).



Global Creative Director

October 2017 - November 2018 | SF

- Managed team of 27 creatives as first creative director in Yelp's 11-year history
- Authored company's first style guide to establish brand voice and tone
- Elevated creative and ensured all B2B & B2C work was on brief, on brand and in alignment with team/company Objectives & Key Results (OKRs), all designed to accelerate growth
- Supervised daily workflow of 4 teams: Performance Marketing (growth), B2B, CRM (email marketing for new products & services) and Community (communications targeted at Yelp's 200M worldwide users)
- Helped Performance Marketing team develop creative that resulted in the acquisition of 850K new users, a number that exceeded 2018's OKR of new downloads & installs by 250K
- Empowered creatives to produce data-backed work by incorporating relevant performance metrics and key findings from past marketing initiatives into their work, which I sought out from key marketing partners
- Wrote scripts for and oversaw production of several brand and product videos, including a \$75K spot customized for the 2018 U.S. Restaurant Leadership Conference, a B2B asset which introduced Yelp's suite of restaurant tools and offerings to an audience of influential national chain restaurant executives
- Organized and led "CopyTalk," a weekly team copywriting workshop designed to inspire clear, concise and on-brand marketing copy that encourages a unified brand voice across all channels, projects and copywriters

SAATCHI & SAATCHI

Associate Creative Director on Toyota

July 2015 - October 2017 | LA

- Served as both Associate Creative Director and Copywriter on Toyota.com (14 cars/9 hybrids/2 trucks, all treated as individual brands)
- Managed team of 3 copywriters who were responsible for writing all of Toyota's digital content—product and platform
- Led branding and copywriting for the global launch of Toyota C-HR, including scripts for all 10 product feature videos on Toyota.com
- 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. Collaborated with MediaMonks LA to transform the foundation of the existing game into a drive through a futuristic world inspired by legendary artist Syd Mead (Aliens, Blade Runner & Tron). "The Impossible Quest" debuted to rave reviews, including 56 articles in industry-acclaimed publications and several industry awards.
- Launched Toyota's autonomous car of the future: Toyota Concept-i. Collaborated with company's lead auto designer (in a remote, top-secret design studio) to download every detail of the driverless vehicle's DNA and its emerging technologies to create landing page content that coincided with Toyota Concept-i's global launch at CES 2017



Associate Creative Director/Sr. Copywriter

November 2012-June 2014 | Mountain view, CA.

- Hired as B2B Senior Copywriter, transitioned to B2C Senior Copywriter after 6 months while covering responsibilities of my counterpart while she was on maternity leave
- Served as Senior Copywriter on Voice & Tone (Content) team. Supported 6 designers on Branding & Marketing team
- Generated copy and concepts for several 360° marketing campaigns. Launched new products and product features, including higher education tools for high school students called University Rankings, School Finder and Decision Boards
- Designed and led Copywriting 101, a large-scale copywriting best practices workshop delivered to LinkedIn marketers and salespeople during their annual offsite
- Established and maintained LinkedIn's social media editorial calendar
- Generated concepts and wrote all copy for LinkedIn's own social media posts—original content produced for Facebook, Instagram and Twitter—that outperformed target click-through rates



Senior Copywriter

December 2010 - November 2012 | Mountain view, CA.

- Supported Google AdWords Marketing team as a B2B copywriter
- Wrote marketing emails and landing pages targeted at SMBs CEOs, CMOs and CTOs—content designed to onboard, educate and upsell Google AdWords customers
- Partnered with content strategists and product marketers to ensure product accuracy
- Increased email conversion rate average from 3% CTR to 15% CTR, which translated into more than 25M new clicks
- Led several successful content refreshes and redesigns—actions I initiated to streamline lengthy content



Junior Copywriter

August 2004 - October 2006 | New York City

- 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
- Contributed to several new business pitches, including Bacardi, which became the agency's first major new business win in 3 years



Junior Copywriter/Intern

January 2004 - May 2004 | NYC

- 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

TEACHING EXPERIENCE

MIAMI AD SCHOOL

Teacher

September 2012 - May 2016 | SF & NYC

- 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



Teacher

November 2017 - March 2018 | SF

- Designed and taught a 6-week course called 360 Copywriting: Copywriting Best Practices Across the Entire Digital Ecosystem
- Each 3-hour class focused in on a different marketing channel: websites, emails, social media, video scripts & UI/UX copywriting

EDUCATION



B.F.A., Summa Cum Laude, Advertising & Graphic Design

May 2004 | New York City

CONSULTING EXPERIENCE



CopywriterCorey

Copywriter & Brand Consultant

2012-Present | NYC

Technology

- Hai (2018-2019) Website copy, tag lines, video, emails, application & social media copy
- aiSTYLIST (2018-2019) Branding & website copy
- ThirdChannel (2018-2019) Website copy
- Zuora (2015-2016) Emails & landing pages
- Kore (2016) Website copy + emails
- Cisco (2015-2018) Banner ads & social media copy + concepts
- Vibes (2017-2018) Website copy, emails & landing pages

CONSULTING EXPERIENCE

Technology (Continued)

Canto (2016) Website copy

Riverbed Technology (2016) Customer testimonial print ads

Fortinet (2015) Banner ads + customized new customer acquisition gift

Urbint (2018) Website copy

Verto Analytics (2017) Website copy

Babbel (2017) Branding + brand strategy concepts

NetApp (2016) Animated infographic

Social Chorus (2018-2019) Emails & Copywriting with Confidence workshop

Oracle (2016) Banner ads

Financial

DAAC (2018) Website copy

Western Union (2016) 4 Video scripts

Stash (2016) Application interface & web copy

CPG

Field Trip Beef Jerky (2014-present) Brand copywriting, product personas for 15 products & web copy

Creator (2018) Website copy

Replenish Blender (2016) Website copy

Ad Agencies

Results Advertising (2018) Naming for a new client

Big Idea Advertising (2018-2019) Emails for Mayo Clinic & social media copy for Visit Anguilla

RHODE Advertising (2016-2017) Branding & marketing for several new construction properties in NYC

Decca Design (2014-2019) Copywriting & concepts for Cisco

Knightsbridge Branding (2016) Website copy for Ignited Spaces

Education

The New School NYC (2018) Print marketing/new customer acquisition assets for Open Campus, The New School's Continuing Education program for professionals

United Way (2017) Internal marketing campaign concepts

Hotels

The James Hotel (2016) Website copy

Beauty

Lancome (2015) Emails

Real Estate

Tishman Speyer (2016) Copywriting & concepts for several corporate properties

Bozzuto Group (2015) Website copy for Avery Row, Virginia.

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