

# Rob Rosenthal

## Advertising & Promotions Copywriter/Creative Director

**Portfolio** [RobRosenthal.com](http://RobRosenthal.com)

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### What I Can Do For You

**Focus** on aligning brand identity with consumer insights

**Create** concepts and words that stir emotion and spur action

**Juggle** numerous projects simultaneously

**Inspire** creativity and encourage strategic thinking

### Freelance Copywriter/Creative Director — 2008–2012

Recent clients:

**Digital:** Easilydo (new phone app), Aflac Insurance, Ghirardelli Chocolate, KodakGallery.com, BellaEvents.com

**Print:** Comcast Cable

**Broadcast:** Washington Traffic Safety Commission

### Full-Time Experience

**EMC Creative** — Associate Creative Director/Copy, 2006–07. *Ad Agency, San Francisco & Danville, CA*

Clients: Mechanics Bank, Signature Properties, Taylor Woodrow Properties, Windemere Properties, John Laing Homes

- Conceived and wrote consumer print and online advertising, web pages, and TV and radio spots, primarily for residential real estate clients
- Awarded best print/radio/digital ad campaign of the year in two separate national competitions
- Chose broadcast talent, music and sound effects; supervised radio/video production
- Mentored and supervised writers and art directors

**Arc Worldwide** — Associate Creative Director/Copy, 1997–2005. *Promotions/Ad Agency, San Francisco, CA*

Clients: Visa, Häagen-Dazs, Dreyer's/Edy's Ice Cream, California State Parks, Clorox

- Was the lead copywriter for Visa — strategized and wrote national and international consumer and business-to-business multimedia campaigns for product introductions, promotions and more
- Created national advertising, digital content, POS and collateral for Häagen-Dazs, Dreyer's Ice Cream, California State Parks, and Clorox
- Mentored and supervised writers, art directors and proofreaders

**Kaiser Permanente** — Senior Editor, 1993–96. *Health Maintenance Organization, Oakland, CA*

- Worked with managers and physicians to develop communications strategies and tactics
- Wrote and designed consumer print ads, marketing materials and newsletters

### Other Clients

Levi Strauss, Hallmark Cards, UCSF Medical Center, Fresh Step Cat Litter, DHL Express, Bay Alarm, QualMed (now part of HealthNet HMO), Florida Power & Light, IBM, Alamo Rent A Car, AvMed Health Plan, University of Miami Medical Center, AAA Travel Agency, Sheraton Bonaventure Resort, The Fontainebleau Resort

### How I Got Started

Bachelor of Science degree in Advertising, University of Florida

### Some Interesting Things About Me

- I provide pro bono copywriting for non-profits through the Taproot Foundation
- I wrote the Betty DeGeneres narration script for the award-winning documentary, *I Can't Marry You*
- I've volunteered for more than 12 years at Under One Roof, a San Francisco gift shop that donates all its proceeds to Bay Area AIDS service organizations