

Rob Rosenthal

Advertising & Promotions
Copywriter

San Francisco Bay Area

Portfolio RobRosenthal.com

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In a Nutshell

Well, I've done a lot, from traditional print, radio and TV advertising, to collateral, websites, landing pages, emails, banner ads, and mobile apps. I'm a copywriting and strategic leader that has developed national advertising and promotional campaigns. From fun gotta-haves like Dreyers ice cream, to deciding which Visa card is best, I weave essential information into engaging moments of connection and motivation. I mentor others that respecting and focusing on a project's strategic direction increases the opportunity for creative concepts to be approved quickly and confidently, which helps keep the creative team motivated, valued and efficient, keep the project on schedule, and improve intra-agency and agency-client relationships.

Key Clients

Visa, Dreyer's/Edy's Ice Cream, California State Parks, Clorox, Kaiser Permanente, and a variety of real estate developers

Experience

Freelance Copywriter/Creative Director — 2018–present

Bank of the West — Vice President, Copywriter • 2014–2017 • *San Francisco, CA*

- Wrote a variety of marketing materials in all media
- Created detailed copy guidelines for internal and agency use

Freelance Copywriter/Creative Director — 2009–14

Clients:

- Digital — Easilydo app, Aflac Insurance, Ghirardelli Chocolate, KodakGallery.com, BellaEvents.com, SVB.com (Silicon Valley Bank)
- Broadcast — Washington Safety Commission
- Print — Comcast Cable

EMC Creative (Ad Agency) — Associate Creative Director/Copy • 2006–08 • *San Francisco & Danville, CA*

Clients: 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 (*Promotions/Ad Agency*) — Associate Creative Director/Copy • 1997–2005 • *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

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 volunteered for more than 12 years at Under One Roof, a San Francisco gift shop that donated all its proceeds to Bay Area AIDS service organizations