

Rob Rosenthal

Advertising & Promotions Copywriter/Creative Director

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What I Can Do For You

Besides writing fresh, strategic copy, I can direct complex advertising and promotional campaigns using my creative, presentation, production and management experience, focused energy, and insightful perspective.

What I'm Doing Now

Recent freelance clients: Aflac Insurance, Ghirardelli Chocolate, U.S. Bank

Full-Time Experience

EMC Creative — Associate Creative Director, 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 a variety of residential real estate clients
- Won first-place Nationals and MAME awards for best print/radio/digital ad campaign of 2007
- Supervised radio production and chose broadcast talent, music and sound effects
- Supervised writers and art directors

Frankel/Arc Worldwide — Associate Creative Director, 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
- 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
- Designed and wrote consumer print ads, marketing materials and newsletters

Other Clients

Levi Strauss, 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, and many others

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