

Who am I?

Simply put, I'm a creative professional who gets it. I understand the difference between merely addressing an audience and truly electrifying one.

And drawing upon my 20+ years of creative experience, I can provide the talent, passion and instincts to generate real results for your organization.



Print Direct Mail **Interactive** Collateral
Radio **Television** Signage/Outdoor



Curt Rosen

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Click for portfolio > www.cerebralstylings.com

Experience

Freelance Copywriter, Cerebralstylings.com

04/10 – Present and 05/02 – 10/04, Richmond, Virginia. Consulting with organizations and advertising agencies, I help attain business goals and advance social issues through targeted marketing copy. Expertise in the telecommunications, financial services, healthcare, retail, manufacturing and non-profit sectors.

Senior Copywriter, Planet Central Advertising

10/08 – 04/10, Richmond, Virginia. Served as lead writer for the agency's headquarters in Richmond, Virginia and its satellite offices in Charlotte, North Carolina and New York, New York. I also assisted with strategy and new-business development.

Senior Copywriter, Havit Advertising

02/08 – 10/08, Fulton, Maryland. Worked onsite and remotely as writer for the agency's most prominent clients: Comcast, Time Warner and Cox Communications. Core responsibilities included implementing direct-mail and broadcast strategies.

Senior Copywriter, RCN Corporation

03/06 – 02/08, Herndon, Virginia. Collaborated with colleagues and internal clients in support of RCN, the nation's largest overbuilder of Internet, cable TV and phone services. Primary focus on acquisition, retention, upsell and cross-channel marketing.

Creative Director, The Borenstein Group

10/04 – 10/05, Fairfax, Virginia. Led marketing initiatives for business-to-business and business-to-government clients. Special emphasis on the technology sector. Duties included copywriting, brand development and mentoring junior creative-team members.

Creative Director, Capital One

03/00 – 05/02, Richmond, Virginia. Served as creative director/copywriter for the recruitment line of business and also provided copy support for the community relations, deposits, internal and partnerships lines of business. Overall attention to ensuring desired response levels and adherence to the brand.

Senior Copywriter, CarMax

03/98 – 03/00, Richmond, Virginia. Partnered with internal clients to achieve store and corporate goals nationwide through the development of retail and recruitment advertising. Mentored junior writers and aligned all communications with CarMax's groundbreaking business model.

Education

Graduated Cum Laude from Virginia Commonwealth University in Richmond, Virginia. Bachelor of Science degree: Mass Communications/Advertising.

Awards

- Seven 2007 Telly Awards, honoring the best of cable TV advertising
- 2005 MarCom Creative Award: Gold Winner, Marketing/Promotion Campaign Category
- 2002 American Graphic Design Award for excellence in communications and design from Graphic Design: USA magazine
- 2002 EMA Creative Excellence Award for America's best recruitment advertising, Best of Category: Color campaign, 1/2 page or less
- 2001 EMA Creative Excellence Award for America's best recruitment advertising, Best of Category: B&W single ad, 1/2 page or less

Technical Skills

Whether a Mac or PC environment, I'm most at home with word-processing software. However, I do have relatively strong working knowledge of:

Adobe InDesign | Adobe Photoshop | Microsoft Excel | Microsoft PowerPoint

Clients

Here are the extraordinary clients I've helped over the years. While I consulted with most on a freelance basis, directly or via an ad agency, I was also employed by a few.

Business-to-Consumer

- America Online
- Arby's
- Capital One
- CarMax
- Citizens Community Bank
- Comcast
- Cox Communications
- Harman Eye Center
- Liberty Tax Service
- Lumber Liquidators
- Pleasants Hardware
- Portrait Innovations
- Provident Bank
- RCN Corporation
- Tilson Homes
- Time Warner Cable

Business-to-Business

- Business Software Alliance
- InfinityQS International
- InoVision/MEDCLR
- Lucidiom
- Maudlin & Son Manufacturing
- RCN Business Services
- ValueOptions
- Walgreens Take Care Health

Business-to-Government

- iGov
- Serco North America
- T-Rex Corporation

Non-Profits & Associations

- Alley Cat Allies
- American Association for Clinical Chemistry
- American Health Care Association
- Center for Birds of Prey
- Christian Appalachian Project
- March of Dimes
- Nature Conservancy
- Rehabilitation Opportunities, Inc.
- Save Animals from Euthanasia
- Save Our Shelters

Advertising & Design Firms

- Borenstein Group
- Design Market
- DR2, LLC
- Havit Advertising
- Janmedia Interactive
- King Agency
- Merkle Direct Marketing
- Planet Central Advertising
- SQN Communications Design
- TGD Communications

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