

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 25+ years of creative experience, I can provide the talent, passion and instincts to generate real results for your organization.



Digital Direct Mail **Print** Content Writing
Radio **Television** Social Media
Signage/Outdoor **Brochures**



Curt Rosen

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

Technical Skills

Audition, InDesign, Photoshop | ChatGPT, Copilot, Gemini | Docs, Sheets, Slides | Excel, PowerPoint, Word | HubSpot, WordPress | Jabber, Slack | Semrush | Workfront, Wrike

Clients

Business-to-Consumer

- Arby's
- Atlantic Union Bank
- Capital One
- CarMax
- Citizens Community Bank
- Comcast
- Cox Communications
- Harman Eye Center
- Liberty Tax Service
- Lumber Liquidators
- O'Toole's Restaurant & Pub
- Pleasants Hardware
- Portrait Innovations
- Provident Bank
- RCN Corporation
- Tilson Homes
- Time Warner Cable

Business-to-Business

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

Business-to-Government

- iGov
- Serco North America
- T-Rex Corporation

Nonprofits & Associations

- Action Against Hunger
- Alley Cat Allies
- American Association for Clinical Chemistry
- American Health Care Association
- American Heart Association
- Center for Birds of Prey
- Christian Appalachian Project
- International Medical Corps
- March of Dimes
- Nature Conservancy
- Parkland Health Foundation
- Rehabilitation Opportunities, Inc.
- Salvation Army
- Save Animals from Euthanasia
- Save Our Shelters
- Save the Chimps
- VFW National Home

Advertising & Design Firms

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

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