

Dan Rozenblum

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Associate Creative Director (Copy)

What I'm looking for:

- ▶ To join a *team*, united in purpose... where we grow together, & build something meaningful.
- ▶ To create ideas that drop jaws... write unforgettable headlines... touch some hearts, minds, & funny bones.
- ▶ To laugh. To feel fulfilled. To leave too many comments in Google Slides.

Experienced in:

- ▶ Wowing my CDs with snappy one-liners, tight scripts, and thoughtful edits
- ▶ Becoming best friends with strategists, turning *holy-crap* insights into full-funnel campaigns together
- ▶ Coming up with stunts & activations that win awards you've never heard of
- ▶ Bringing clients' dreams to life & building up their distinct brand voices
- ▶ Using the Oxford comma & making you laugh on Slack

Tools I am proficient in (aka that I've opened before):

- ▶ Adobe Photoshop & Premiere Pro ▶ Figma ▶ Miro ▶ Monday ▶ Hubspot ▶ Trello ▶ MailChimp ▶ Google Analytics
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Professional Experience

Bray & Co.

New York City, NY

Associate Creative Director (Copy)

Nov 2025 - Present

- Making ChatGPT worry about losing its job to me
 - *Leading 360 creative for: The Ritz-Carlton, Dove Mountain... DarkSky International... Alyvia Boutique Hotel*
 - *Developed & presented creative on three winning pitches (very down for public speaking!)*

Senior Copywriter

Nov 2024 - Oct 2025

- Mostly just created assets featuring Dwayne "The Rock" Johnson (*and sold in "we can't do that" campaign ideas*)
 - *Brands: Teremana Tequila... Fidium Fiber Internet... Replay Luxury Destinations... Chimes Ginger*

Copywriter

Feb 2023 - Oct 2024

- Pitched tactics, wrote scripts, & got weirdly familiar with the frozen fish industry
 - *Brands: Brooklyn Brewery... The Better Fish... CS Disco... Portacool*

Officer & Gentleman

Madrid, Spain

Copywriter

Mar 2023 - Jun 2023

- Took breaks between tapas to write headlines about sex toys
 - *Brands: Liquid Death... Easy Toys... Nike Spain... Sala de Despiece*

Wunderman Thompson

Tokyo, Japan

Copywriting Intern

Dec 2022 - Mar 2023

- Had a mid-life crisis & fell in love with Scarlett Johansson
 - *Brands: Coca Cola Japan... Ikea Japan... Peace Wanko*

In-House: Evercontact, Ex.co, & Freelance

NYC + Remote

Copywriter & Content Developer

Sept 2016 - Dec 2022

- Wrote kick-ass landing pages, UI copy, social ads, brand positioning guides... & also discovered imposter syndrome
 - *Incl. for Startup Apps: Movavi... LifeAfterMe... Duelbox... Carv... Quair*
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Education

Advertising Portfolio School: Copywriting, Creative Ideation | **Miami Ad School, Berlin, Germany (2022)**

Master of Science: Marketing, Media & Communication | **Steinbeis University, Berlin, Germany (2022)**

Bachelor of Arts, Dual Major: English Literature, Mathematics | **McGill University, Montreal, Quebec, Canada (2016)**