

# REY ROSAS | ASSOCIATE CREATIVE DIRECTOR | SR. COPYWRITER

NEW YORK, NY • 361-215-1129 • ROSAS.REY@GMAIL.COM • REYROSAS.COM

---

## EXPERIENCE

- quip, Senior Copywriter** Mar 2018 – Present  
Researching, vetting, and writing brand & voice guidelines for a leading oral care brand  
Launching site for quipcare dental plans, eComm and PDPs for new brushes and products  
Partnering with design & production on experiential pop-ups and booths for dental events  
Maintaining consistent tone for consumers/pros in packaging, print, digital, social, & TVC
- VaynerMedia, Associate Creative Director** • Promoted Oct '16 Jan 2015 – Jan 2018  
Wrote video, digital, and social for Chase, Pfizer, Diageo, and J&J, product for Dr Teal's
- Ergo Interactive, Senior Copywriter** Apr 2013 – Dec 2014  
Developed email, digital, social, and video for Amex, Amex Travel, Delta Airlines, and Costco
- Geometry Global, Junior Copywriter** Jan 2011 – Apr 2013  
Led direct and email marketing for Liberty Mutual, Capital One, Aetna, and Weight Watchers
- Self-Employed, Freelance Copywriter** Aug 2010 – Dec 2010  
The Halo Group - Produced seasonal signage, promos, and OOH for Mount Airy Casino  
imc<sup>2</sup> - Created emails and display ads for M&Ms Personalized Candies and World Vision  
Museum of Sex NY - Refreshed an online catalog of popular gifts and MoSEX merch
- The Food Group, Junior Copywriter** Oct 2009 – Jul 2010  
Created email, direct mail, and B2B materials for Kraft Foods and Norge Salmon
- 

## EXTRACURRICULARS

- Womankind**, Non-Profit for Survivors of Domestic & Sexual Violence Jul 2016 – Jan 2018
- IAAS**, 4A's Institute of Advanced Advertising Studies Jan 2012 – May 2012
- MAIP Executive Council**, Alumni Affairs Director Jan 2010 – Sep 2011
- 2009 MAIP Copywriter**, 4A's Multicultural Advertising Internship Program Jun 2009 – Aug 2009
- Copywriting Internships** - JWT NY, Good Goliath, Sanders\Wingo Jan 2008 – Aug 2009
- 

## EDUCATION

- University of Texas at Austin** Aug 2005 – May 2009  
Master of Arts & Bachelor of Science in Advertising  
Certification in Business Foundations  
Texas Creative, Two-Year Portfolio Sequence
- 

## EXPERTISE

- Writing** - Health & Wellness, Financial, Pharma, Insurance, Travel, Food & Spirits, B2B, Non-Profit
- Media** - Video, Social, Packaging, Experiential, eComm, SEO, Email, Digital, Print, OOH, Direct Mail
- Action** - Collaborative partner/manager, detail-oriented production lead, confident & strategic presenter