

EVAN ROSLER

Creative Director, Copywriter

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SKILLS

- Copywriting: Craft is king, grammar is queen, and I'm their humble subject, happy to serve.
- Leadership: There's no place for egos. The team's success is my success.
- Storytelling: The audience won't join for the journey if they lose interest along the way.

EXPERIENCE

Freelance • Creative Director, Copywriter

08/2020 - Present

From rolling up my sleeves to guiding multi-disciplinary teams, I've remained flexible while doing it all: scripting videos, plotting content plans, writing CRM and direct response campaigns, turning insights into creative briefs, presenting to internal and external stakeholders, and ensuring consistency of tone across all communications.

Accounts: Verizon, Panasonic, Ubiquity, CIGNA Healthcare, Regeneron, GlaxoSmithKline, USPS

Edelman, New York • VP Creative Director, Copy

09/2017 - 06/2020

I co-built and led a team of writers, designers, art directors, animators, videographers, and editors. Together we launched new products, inspired interest in old ones, and boosted customer loyalty through unique solutions, like addressing holiday returns with a How To video series that saw engagement numbers 34% higher than normal. I led brainstorming sessions. Sold concepts. Maintained brand voice across platforms and campaigns. And most rewarding of all – I helped junior teams turn their nuggets into full-fledged ideas and activations.

Accounts: Samsung Mobile, MD Anderson Cancer Center

Edelman, New York • Associate Creative Director, Copy

04/2014 - 08/2017

As the lead writer, I crafted content, headlines, manifestos, scripts, and real-time responses. I collaborated with account and strategy teams to ensure work was on brief and on brand. Presentation skills were honed and production knowledge grew. We even increased in-store visits and sales with an award-winning social activation.

Accounts: Samsung TV, Samsung Home Appliances, eBay, XFINITY Mobile, KIND Foundation, Ticketmaster

Freelance • Associate Creative Director, Copy

11/2012 - 04/2014

From tone of voice guidelines to long-form articles, radio spots and sitemaps to CRM campaigns, I put pen to paper and wrote for all manner of mediums.

Accounts: Ben & Jerry's, alli, Listerine, Airborne

MWW Group, New York • Associate Creative Director, Copy

10/2011 - 10/2012

Hired as their first copywriter, I installed copy processes and procedures for the digital and social teams. I collaborated with strategists to craft creative briefs. Unearthed data-driven insights in audience research. And ensured each brand's unique voice rang true across all social platforms.

Accounts: Nikon, Jimmy Dean, Hillshire Farms, Ball Park

EXPERIENCE Continued

<i>Edelman Digital, New York • Senior Copy Supervisor</i>	<i>09/2009 - 09/2011</i>
<i>Edelman Digital, New York • Senior Copywriter</i>	<i>09/2007 - 08/2009</i>
<i>Sudler & Hennessey, New York • Senior Copywriter</i>	<i>11/2006 - 09/2007</i>
<i>The Cementworks, New York • Copywriter</i>	<i>09/2003 - 10/2006</i>

EDUCATION AND CERTIFICATIONS

<i>New York Writer's Workshop, NYC • Developing Narrative Prose</i>	<i>Summer 2019</i>
<i>Sackett Street Writer's Workshop, NYC • Writing Sprints: A Generative Class</i>	<i>Fall 2018</i>
<i>Upright Citizens Brigade, NYC • Improv 101, 201</i>	<i>09/2006 – 04/2007</i>
<i>Boston University, MA • BS in Communications</i>	<i>1998-2002</i>
<i>Advertising Major with an English Minor</i>	

SELECT AWARDS

<i>Webby's: Science and Education Honoree (2022)</i>
<i>Gerety Awards: Word for Good (2022)</i>
<i>One Show: Social Engagement/Community Building (2018)</i>
<i>One Show: Innovation in Social Media (2018)</i>
<i>MMA Smarties Awards: Mobile Social, Silver (2017)</i>
<i>MMA Smarties Awards: Social Impact, Silver (2017)</i>
<i>Shorty Awards: Creative Use of Technology (2017)</i>
<i>Shorty Awards: Best Use of Social Video Honoree (2017)</i>
<i>Shorty Awards: Social Media Tool Winner, Audience Honor (2017)</i>
<i>Shorty Awards: Location-Based Experience Winner (2017)</i>
<i>Shorty Awards: Snapchat Gold (2017)</i>
<i>Internet Advertising Competition Awards: Outstanding Online Video (2015)</i>
<i>Edelman EDDY Award: Most Innovative Program (2011)</i>
<i>Video 1 Video: Professional's Award (2010)</i>