

Matthew David Brozik

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portfolio: matthewdavidbrozik.com



Results-driven copywriter with proven talent for crafting compelling multi-platform messaging for consumer businesses on time and on budget. Able to build on established brand voices and to develop new brand identities. Experienced B2C & B2B writer capable of writing copy for optimal SEO results. Previous experience as a commercial litigator, versed in copyright, trademark, and other intellectual property laws.

SKILLS

- Copywriting/Copy Editing
- SEO Integration
- Content Marketing
- Social Media Marketing
- Campaign Concepting
- New Product Naming
- B2C & B2B Communication
- Creative Team Leadership

EDUCATION

PRINCETON UNIVERSITY

Princeton, New Jersey.
Bachelor of Arts, English.

BOSTON UNIVERSITY SCHOOL OF LAW

Boston, Massachusetts.
Juris Doctor. Concentration in
Intellectual Property Law.

RELEVANT PROFESSIONAL EXPERIENCE

Senior Manager, Copy | 1-800-FLOWERS.COM

September 2018 – Present

Principal e-commerce marketing copywriter for floral and gourmet foods gift retailer and distribution company. Responsible for writing compelling, imaginative copy for the brand's website, emails, social media, and print collateral; brainstorming marketing ideas; ensuring consistency of the brand voice; and collaborating with designers to create materials that engage customers and build brand recognition to drive company growth.

- Have produced multiple creative concepts, battlecries, and mission statements that have led to seasonal and holiday peak sales period marketing campaigns.
- Create subject lines, preheaders, headlines, and editorial copy for 10-12 emails per week sent to 4M recipients, with up to 20-24 emails/week during peak periods.
- Write romance copy and specifications for 50-200 floral, plant, gift, and fruit products per month.
- Write content for multiple social media channels, including Facebook, Twitter, and Instagram; provide copy for online display ads and integrate keywords and phrases into website copy to achieve optimal SEO results.
- Create copy for printed collateral, including packaging materials, product hangtags, franchised store posters & signage, catalogs, mailers, and inserts.

Senior Copywriter | 1-800-FLOWERS.COM

October 2014 – September 2018

Copy Director | ROTTENSTEIN LAW GROUP LLP/ LEGAL MARKETING PARTNERS

August 2010 – September 2014

Contributing Senior Content Editor | TheLAW.com