

Matthew David Brozik

21 Genevieve Place, Great Neck NY 11021

(516) 353-1471 | brozik@gmail.com

portfolio: <http://matthewdavidbrozik.com/portfolio>

Senior Copywriter | Copy Director

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 and 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

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.

- 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.
- Create push notifications and UX elements for multiple mobile apps.
- Edit and proofread blog posts written either in-house or by freelance writers.
- Edit and proofread internal and external communications from C-level executives.
- Have produced multiple creative concepts, battlecries, and mission statements that have led to seasonal and holiday peak sales period marketing campaigns.

- Was key contributor for a successful proposal to become exclusive floral/gifts partner of a \$3 billion funeral goods and services provider.

Senior Copywriter | 1-800-FLOWERS.COM
October 2014 – September 2018

Copy Director | ROTTENSTEIN LAW GROUP LLP/LEGAL MARKETING PARTNERS
August 2010 – September 2014

- Wrote all copy appearing on numerous websites and for a variety of communications and promotional materials (brochures, press releases, posters, letters, video scripts, *etc.*).
- Assigned, reviewed, edited, and scheduled the contributions (articles, blog posts, *etc.*) of freelance writers.
- Screened, interviewed, evaluated, and recommended freelance writers.
- Collaborated with in-house SEO experts, graphic designer, and web developer to market law firm, maintain prime placement of firm properties in search engine results, and provide optimal user experiences.
- Appeared as on-camera as talking head and recorded voiceovers for social media videos.

Contributing Senior Content Editor | TheLAW.com

- Second-in-command of in-house writing team for comprehensive content-based startup legal information website intended for a lay audience.
- Managed team of 4 staff writers and 8-10 supporting researchers.
- Assigned stories and edited work product of all staff writers.
- Coordinated with 10-15 contract subject-area specialists (practicing attorneys and law professors).
- Authored original material, including drafting and editing approximately 500 pieces on a variety of matters of law in less than two months to prepare for launch of website.

EDUCATION

PRINCETON UNIVERSITY, Princeton, New Jersey.
Bachelor of Arts, English.

BOSTON UNIVERSITY SCHOOL OF LAW, Boston, Massachusetts.
Juris Doctor. Concentration in Intellectual Property Law.