

## Matthew David Brozik

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portfolio: [matthewdavidbrozik.com/portfolio](http://matthewdavidbrozik.com/portfolio)

### Senior Copywriter

- Inventive copywriter with 6 years + experience crafting messaging for various businesses, large and small.
- Proven ability to create new concepts while remaining faithful to a brand voice.
- Previously a commercial litigator for 10 years, with particular knowledge of copyright, trademark, and other intellectual property laws.

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### SKILLS

- Copywriting
- Copy Editing
- Creative Team Leadership
- Campaign Concepting
- Product Naming
- Brainstorming Battlecries
- Crafting Mission Statements
- Storyboarding

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### PROFESSIONAL EXPERIENCE

#### Senior Copywriter | 1-800-FLOWERS.COM

*October 2014 – Present*

- Write compelling, imaginative marketing copy for the brand's website, emails, social media, and print, including but not limited to direct mailers, signage, and catalogs.
- Ensure consistency in use of the brand voice in execution.
- Brainstorm marketing ideas for all marketing channels.
- Generate seasonal brand statements and messaging for style guides and concepts.
- Collaborate with designers to create materials that positively project the company's image.
- Continually develop skill set to keep up with changing technology.

#### Copywriter/Copy Editor-in-Chief | ROTTENSTEIN LAW GROUP LLP/LEGAL MARKETING PARTNERS

*August 2010 – September 2014*

- Wrote all copy appearing on numerous websites (*e.g.*, [rotlaw.com](http://rotlaw.com)) and in a variety of printed materials (brochures, posters, letters, *etc.*).
- Assigned, reviewed, edited, and scheduled for dissemination the contributions (articles, blog posts, and other items) of freelance writers.
- Screened, auditioned, and recommended for hiring freelance writers.
- Composed/edited firm press releases (several per week).
- Wrote scripts for promotional videos.

- Collaborated with in-house SEO experts, graphic designer, and web developer daily to market law firm client, maintain prime placement of firm properties in search engine results, and provide optimal user experiences.
- Appeared as on-camera talking head/recorded voiceovers for social media videos.

**Contributing Senior Content Editor | TheLAW.com**

*January 2000 – June 2000*

- Served as second-in-command of in-house writing team for comprehensive content-based startup online legal information website intended for a lay audience.
- Managed team of 4 staff writers and 8-10 supporting researchers.
- Assigned stories to and edited work product of staff writers.
- Coordinated with 10-15 contract subject-area specialists (all lawyers or law professors).
- Authored original material, including drafting and editing of approx. 500 discrete pieces concerning myriad matters of law of various jurisdictions in less than two months' time to prepare for launch of website.

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**EDUCATION**

**PRINCETON UNIVERSITY**, Princeton, New Jersey.

Bachelor of Arts, English. May 1995.

**BOSTON UNIVERSITY SCHOOL OF LAW**, Boston, Massachusetts.

*Juris Doctor*. May 1998. Concentration in Intellectual Property Law.