

# Matthew David Brozik

Associate Creative Director

Merrick NY 11566  
c: 516.353.1471 | e: [brozik@gmail.com](mailto:brozik@gmail.com)  
portfolio: [matthewdavidbrozik.com](http://matthewdavidbrozik.com)  
[LinkedIn](#)

**Seasoned and highly versatile professional with extensive experience in managing creative work and production from brief through execution across various disciplines.**

Well-versed in overseeing creation of innovative content and multiple projects on several campaigns across landing pages, emails, and advertising assets. Expert at implementing brand guidelines and executing original marketing approaches with focus on maximizing audience engagement and maintaining consistency on channels/platforms. Skilled in developing brand voice and messaging strategies to build client confidence, elevate brands in markets, and drive business growth. Proven leader, known for developing high-performing teams to deliver high-quality work within deadlines. Inspired storyteller with conceptual thinking and problem-solving abilities.

## AREAS OF EXPERTISE

- Creative Work Management
- Copywriting & Copy Editing
- Social Media / Digital Marketing
- Brand Development & Growth
- Campaign Planning & Execution
- Team Leadership & Training
- B2C & B2B Communication
- Verbal Identity / Product Naming
- Data-Driven Message Targeting

## PROFESSIONAL EXPERIENCE

**WILEN NEW YORK, MELVILLE NY**

2022 – 2023

### Senior Copywriter

Crafted engaging and persuasive copy for wide range of marketing materials, including advertisements, websites, social media content, and email campaigns. Collaborated with design teams to execute integrated marketing campaigns and brand messaging.

- Developed copy (long- and short-form) from concept to completion for various channels, emphasizing direct mail and digital platforms.
- Devised creative campaign concept to resonate with major national telecom company client.

**1-800-FLOWERS.COM, CARLE PLACE NY**

2014 – 2022

### Senior Manager, Copy | Senior Copywriter

Brainstormed innovative marketing initiatives and maintained brand voice consistency. Supported design team in developing customer-engaging materials and fostering brand recognition for company expansion. Presented creative concepts and copy proposals to internal teams and clients, incorporating feedback and suggestions to refine copy and enhance final deliverables.

- Executed successful holiday, seasonal, and evergreen email campaigns.
- Produced engaging and imaginative e-commerce marketing copy for leading global retailer specializing in floral, food, and gifts across various digital platforms.

## PROFESSIONAL EXPERIENCE (CONT'D)

ROTTENSTEIN LAW GROUP LLP/LEGAL MARKETING PARTNERS, NEW YORK NY

2010 – 2014

### Copy Director

Prepared original content for multiple websites and promotional materials. Recruited freelance writers and assessed performance for ongoing improvement. Engaged in on-camera appearances and voiceover recordings for social media videos. Conducted regular reviews and analysis of campaign performance metrics, applying insights to revamp future copy strategies and improve overall marketing effectiveness.

- Enhanced law firm marketing, secured top search engine rankings, and optimized user experiences in close collaboration with SEO specialists, graphic designer, and web developer.
- Directed copy team growth from solo writer to three in-house members and five freelancers.
- Led team of content writing in overseeing assignments, reviews, edits, and article publication through content management system.

## EDUCATION

Bachelor of Arts in English

PRINCETON UNIVERSITY, Princeton NJ

*Juris Doctor*, Concentration in Intellectual Property Law

BOSTON UNIVERSITY SCHOOL OF LAW, Boston MA

## BOOKS AUTHORED

*The Vowels of the Earth*, novel (HUMORIST BOOKS, forthcoming 2024)

*Xavier, the Creative Little Gator*, picture book, (coauthor; KDP, 2023)

*Odder Space*, middle grade novel (KDP, 2022)

*Spelled Wrong*, novel (KDP, 2020)

*Champion at the Bit*, novel (KDP, 2018)

*Danger ...With a Hard G*, novella (KDP, 2017)

*Whimsy & Soda*, story collection (KDP, 2012)

*The Government Manual for New Pirates*, humor (ANDREW McMEEL PUBLISHING, 2007)

*The Government Manual for New Wizards*, humor (ANDREW McMEEL PUBLISHING, 2006)

*The Government Manual for New Superheroes*, humor (ANDREW McMEEL PUBLISHING, 2005)