

Matthew David Brozik

644 Merrick Avenue, Merrick NY 11566
(516) 353-1471 | brozik@gmail.com
portfolio: matthewdavidbrozik.com



Associate Creative Director, Copy | Copy Director

Results-driven copywriter/manager with proven talent for crafting compelling long- and short-form multi-platform assets. Able to build on established brand voices and to develop new brand identities. Experienced employing consumer demographics and behavioral data to tailor personalized messaging. Previous experience as a commercial litigator, well versed in copyright, trademark, and other intellectual property laws.

SKILLS

- Copywriting & Copy Editing
- Comprehensive Storytelling
- Social Media Marketing
- SEO / SEM
- Creative Team Management
- Data-Driven Message Targeting
- Long- and Short-Form Messaging
- Content Marketing
- Campaign Concepting
- Brand Development
- Verbal Identity / Product Naming
- B2C & B2B Communication

RELEVANT PROFESSIONAL EXPERIENCE

Senior Copywriter | WILEN NEW YORK

February 2022 – Present

Responsible for developing copy (long- and short-form) from concept through completion across multiple channels with a primary focus on direct mail and digital.

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

September 2018 – February 2022

Senior Copywriter | 1-800-FLOWERS.COM

October 2014 – September 2018

Senior e-commerce marketing copywriter for premiere multinational floral, food & gifts retailer. Responsible for writing compelling, imaginative copy for multiple brands' websites, emails, social media, and print collateral; brainstorming marketing campaigns; ensuring consistency of brand voices; and collaborating with designers to create materials that engage customers and build brand recognition to drive company growth.

Copy Director | ROTTENSTEIN LAW GROUP LLP/LEGAL MARKETING PARTNERS

August 2010 – September 2014

- Managed team of writers, assigning, reviewing, editing, and scheduling publication of articles, blog posts, *etc.* via content management system.
- Wrote original copy appearing on numerous websites and for a variety of communications and promotional materials (press releases, brochures, posters, letters, video scripts).
- 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 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 articles 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.