

RESUME

Need a senior copywriter who's been around the block before,
is an expert in brand communications,
values strategy,
writes in a rhythmic, conversational voice,
is equally adept at long or short copy,
wins awards,
and has the portfolio to prove it?

Keep reading.

SKILLS & EXPERTISE

- Master storyteller and creative concepthor.
- Strategy/message/benefit-driven copywriter.
- Versatile, experienced B2B & B2C copywriter skilled in digital media, email campaigns, landing pages, web content, print, video scripts, SEO, and annual report narratives.
- Conversational, rhythmic writing style.
- Matches any brand voice.
- Proficient in both long-form and short-form.
- Collaborative partner, team player, and mentor.
- Quick study, excellent interviewer, researcher, and engaging presenter.
- Work well with designers and C-suite executives.
- Extensive experience at big agencies, freelance, and in-house.
- Expert at turning complex content into simple, readable copy.
- Published author.

WORK TIMELINE

ROTH 

1986 - Present

I launched ROTH copywriting when the small ad agency I was working at lost their big client and closed. Over the years I've worked with many great B2B and B2C clients and brands. I provide services to companies as well as advertising and design agencies. I'm also the author of "The Writer's Guide to Annual Reports" (available from Amazon.com). Portfolio: <https://www.rothcopy.com>

 synchrony

2014 - 2024

I worked on both the Brand and Bank Teams. For Synchrony Bank, I conceived and wrote digital, print and email campaigns for consumer credit cards and special financing. For the Corporate Brand, I helped develop the brand voice, plus handled the concepting and writing of video scripts, landing pages, the annual report and ESG, event themes, and a variety of other internal and external corporate communications (including for diversity and HR).



2010 - 2013

Contracted by Emirates Airline (Dubai, UAE) to concept and write the upfront glossy narrative section (the story) for three of their annual reports. Although sovereign-owned, publishes an English annual report for transparency.



2013

Contracted by Ogilvy Atlanta to work on brand guidelines for Intercontinental Hotels Group (IHG).



1999 - 2002

Accepted role as VP, Group Creative Director for Splash, then the marketing/design studio of BBDO Atlanta. Worked on Panama Tourism, Progress Energy, and ING.



1992 - 2013

Was both a contractor and employee at JWT Atlanta (now VML) over a span of many years. Wrote print advertising, collateral, and website content for Transamerica, U.S. Marine Corps, HUD, Orkin Exterminators, and Georgia Department of Industry, Trade & Tourism. Was an employee whenever I worked on the USMC.

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