

Josh Cohen

Copywriter

Portfolio: jcohen-portfolio.com

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Qualifications

Versatile, creative writer with broad experience producing successful work across a variety of media. Proven track record of translating business objectives into engaging concepts and clear copy. Effective collaborator, comfortable working in fast-paced environment with tight deadlines. Brings a positive attitude, passion and dedication to every project.

Media

- Web/Interactive
- Advertising/Branding
- Direct Marketing
- Collateral
- Retail/POP
- Television/Video/Webisodes/Radio

Categories

- Technology/Internet
- Healthcare
- Financial
- B2B
- Publishing/Media
- Real Estate

Experience

CDMI-Connect - New York, NY ('09 ~ present)

Copy Supervisor developing customer relationship programs, direct-to-consumer advertising, web content and patient support materials for healthcare clients, including Genentech, Novartis and Pfizer. Created concepts and executed broad, multi-channel campaigns that have won new business in highly competitive pitches.

Register.com - New York, NY ('07 ~ '09)

Lead writer charged with rewriting, rebranding and redesigning Register.com - a domain and web services site that drives over \$60 million annual revenue. Developed copy, concepts, wireframes and information architecture for website, product and landing pages, email campaigns, print collateral and product demos. Directed work of in-house designers and design agencies.

Draft WorldWide (currently DRAFT FCB) - New York, NY ('04 ~ '07)

Copywriter/Supervisor overseeing retention and winback group for Verizon client. Created effective campaigns that helped Verizon exceed retention goals for '05 and '06. Collaborated with clients and account team on campaign strategy. Developed concepts, wrote copy, presented work to clients; mentored and supervised work of writers and art directors.

Wunderman/Y&R - New York, NY ('03 ~ '04)

Senior Copywriter responsible for creating standout campaigns in direct, interactive/digital marketing, print and retail/POP. Developed strategies and executed work with a focus on creating stronger customer relationships and interaction.

Mezzina Brown (currently Agent16) - New York, NY ('96 ~ '02)

Copywriter/Supervisor responsible for creating and overseeing successful advertising campaigns in print, television, radio, promotions, and interactive/digital marketing. Pitched and won new business as well as maintained and helped grow business of established clients.

Clients

- AT&T
- Bacardi
- Citibank
- Dow Jones Inc.
- Dupont/Tyvek
- Fender
- Genentech



- Goldman Sachs
- J&B
- Novartis
- Newsweek
- New York Olympic Commission
- NYC Boyscouts
- Pfizer



- Proctor & Gamble
- Psuedo.com
- Real Media
- Register.com
- Roland Keyboard/Amps
- Smith Barney
- Verizon

Education

University of California, Santa Barbara

B.A. in English