

Josh Cohen

Copywriter

Portfolio: copyzen.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

Financial
B2B
Technology/Internet
Pharmaceutical
Publishing/Media
Real Estate

Experience

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 product and landing pages, email campaigns, print collateral, customer communications and product demos. Wrote and edited support content; proofed and QA-ed developed pages; 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 writer 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. Pitched new business and helped build and lead creative team for new clients.

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

Copywriter/supervisor responsible for creating and overseeing successful advertising campaigns in print, television, radio, promotions, retail 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
Goldman Sachs



J&B
Newsweek
New York Olympic Commission
NYC Boyscouts
Pfizer
Proctor & Gamble/Dawn
Psuedo.com



Real Media
Register.com
Roland Keyboard/Amps
Smith Barney
Verizon
Zyrtec

Education

University of California, Santa Barbara

B.A. in English