

DAVID H. ROCKWELL
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PORTFOLIO
fastcopywriter.com

PROFILE

Proficient senior-level copywriter with the ability to digest complex information and develop engaging strategies with clear, brand-building concepts and creative executions. Excellent presentation skills.

WORK HISTORY

Creative Director/Copywriter, Freelance to agencies, NYC 2007
VP Director of Creative Services/Copywriter, Harrison Leifer DiMarco, NYC/LI 2003 - 07
Senior Copywriter, Freelance to agencies, NYC 2002 - 03
Copy Supervisor, McCaffery Gottlieb Lane, NYC 1997 - 2002
Copywriter, DCA Advertising, NYC 1996 - 97

EDUCATION

University of Pennsylvania, Philadelphia PA
Sociology, B.A., Honors, completed in three years
Harvard University Summer School, Boston MA
Phillips Academy, Andover MA

EXPERIENCE

Food

Burger King
New product launches and franchise advertising
Gold Medal Flour
“Confidence” TV campaign
Dannon Yogurt
Sales video and radio/FSIs
Fruit ‘n Fiber Cereal
“Forgot the Fiber” radio/FSIs
Open Pit BBQ Sauce
“Sizzle” campaign

Pharmaceutical

Abbott US
DTP HUMIRA injection for RA, PsA, Psoriasis, Crohn’s.
Genetech
DTP LUCENTIS injection for wet aged-related macular degeneration
Novartis / Sandoz Rx
DTP multiple generic launch advertising, detail aids, booth concepts, CRM.
Teva Neuroscience
DTC support for COPAXONE – a non-interferon based MS therapy.
Nycomed / Fougere Rx Topicals
Pharmacist/hospital-directed launch ads, trade booths, corporate materials, detail aids.
Eon Labs
Pharmacist-directed launches, CRM program, Sandoz merger campaign

Legal

Albanese & Albanese Law Firm
Created Web site, practices copy, tag line

Certilman Balin Law Firm
Created Web content, practices ads.

Technology

Canon
Corporate ads, Web content, product ads, industry newsletter

Minolta
Advanced photographic instruments and consumer cameras.

Harvey Electronics Home Theater
Ads, NYT inserts, brochures, radio

Medical

Olympus
Ads, collateral and radio for microscopes, laparoscopes, digital cameras and digital recorders,

Medical Action Industries Surgical Instruments
Branding campaign, catalogues.

Fine Surgical Instruments
Branding, brochures, trade ads

TransCare Ambulance Service
Corporate/services marketing materials

Financial

iGObanking.com
Web site, ads and banners

Margolin Winer Evans Accounting
Corporate and services ads.

Lantern Investments
Services brochure, branding

Safe Harbor Mortgage
Services brochure

Broadridge Financial Reporting Services
Tax Information, Document Publishing,

Nassau Educators Credit Union
Campaign: TV, radio, print

New York Community Bank
150th Anniversary Program for 2009

Insurance

DCAP Insurance
Campaign, brochures, direct

MSK Insurance
Brochure for service offerings

Real Estate

The Solaire, America's first green residential tower
Named it and created Web site and all branding materials

The Verdesian, green residential tower
Named it and created Web site and all branding materials

1001 Franklin Avenue, Garden City, Long Island's first green commercial building
Created and wrote all marketing and event materials

Albanese Real Estate Development
Corporate Web content, brochure, case histories

Lighthouse Real Estate Ventures
Web site, property ads, case histories

Beechwood Developers
Meadowbrook Pointe brochures, newsletters; Arverne By The Sea ads, newsletter,

Valeria Estates
Grand Opening brochures, on-site display copy, Web copy, hi-end invites

