Rob Nelson

LEAD COPYWRITING

New York, NY

Digital creative leader in e-commerce with a demonstrated copy history in CPG, healthcare, technology, beauty, fashion, and beyond. Agency and in-house creative studio experience with a background in all advertising media.

Key skills: copywriting, brand marketing, content development, content strategy, creative direction, digital strategy and storytelling, SEO, SEM, CRM, email marketing, lead generation, paid and organic social media and online advertising.

Experience

Lead Copywriter/Creative Strategist

Vital Proteins/Nestlé Health Sciences

New York, NY
Jan 2023

• Contribute to brand and marketing education-focused, SEO-optimized online copy for retailers that also supports CRM, digital advertising and social media
• Partner with Art Directors and designers to conceptualize and execute on creative brief objectives and ensure synergy between copy and art
• Partner with Innovation, Product Development and Shopper Marketing to create compelling new product and set names, benefit claims and usage for all new products and package copy
• Collaborate with Legal and Regulatory departments to ensure product claim messaging is as compelling as possible while adhering to guidelines and standards

Senior Copy Manager/Creative Strategist

Vital Proteins/Nestlé Health Sciences

New York, NY
May 2022 - Jan 2023

• Led a team of copywriters to conceptualize and develop messaging for brand campaigns to support key marketing initiatives, core products and brand messaging across consumer touchpoints

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Head of Copy, Digital Creative

Avon/LG H&H

New York, NY
Apr 2014 - May 2022

• Led the development of copy across the digital platform of one of the largest direct selling beauty companies in North America for Direct to Consumer (Avon.com) and social selling Representative businesses (Avonnow.com)
• Led the copy initiatives for Avon's exclusive collaboration with LG H&H The Face Shop and multiple brands across all copy platforms and channels
• Copywriting, content development, creative direction, digital strategy, storytelling, SEO, SEM, email marketing, lead generation, paid and organic social media and online advertising

Copy Manager, Digital Creative – New Avon – May, 2015-February, 2017
• Managed a team of writers in the development of DTC copy and content for Avon.com and Avonnow.com including all consumer and Representative-facing advertising and email marketing initiatives for North America
• Piloted first consumer paid social media program leading to an increase in ROAS

Senior Copywriter, Digital Creative – Avon – April, 2014-May, 2015
• Worked closely with creative/art directors to manage copy and design synergy of all creative assets to ensure branding across all channels and generate revenue based on plan
• Supported brand marketing and email marketing departments with concepts and copy that elevates the brand to an iconic beauty destination

Senior Copywriter/ACD

Contract Senior Copywriter

New York, NY
Apr 2008 - Apr 2014

• Beauty: Clinique, Estee Lauder
• Fashion: Tommy Hilfiger, Kate Spade
• Health: Weight Watchers, EmblemHealth, BrandExtract, HealthiNation

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Senior Copywriter

Serino/Coyne

New York, NY
May 2012 - Aug 2012

• Concepted, directed and executed outdoor, direct mail, TV, radio and print advertising
• Supported the Executive Creative Director with client branding and positioning
• Supported account service as official creative liaison for all client projects and voice of the creative department
• Worked closely with art directors and designers to execute style guide across multiple brands for graphic and language design consistency

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Senior Copywriter

Weight Watchers

New York, NY
Mar 2004 - Apr 2008

• Managed and executed all online content deliverables relating to new product development and innovations release for WeightWatchers.com
• Worked closely with the product development team, in coordination with designers, project managers and engineers, to successfully launch new tools, products, and all online advertising initiatives
• Contributed to the editorial development team in creating online content such as articles, guides and promotions
• Assisted the online marketing team in launching all direct mail, promotions and offers to ensure communications were consistent with brand positioning and style guides

Senior Retail Copywriter, Ready To Wear

Federated Dept. Stores - Macy's

New York, NY
Aug 2003 - Mar 2004

• Interacted with creative directors, art directors and buyers to determine copy initiatives for FDS advertising
• Concepted and strategized copy execution for print, including direct mail, inserts, and newspaper
• Wrote copy for products and labels using FDS formats and styleguides, ensuring brand quality and consistency

Senior Copywriter/Creative Team Lead

Idea Integration

Houston, TX
May 2000 - Jun 2003

• Managed a creative team of five with a diverse team of copywriters, designers and art directors, dedicated to Compaq/HP account
• Business developed the creative department by acquiring new relationships, presenting to potential clients and responding to RFPs
• Creative team lead and main client interface for engagements on content development and strategy for all channels and placements
• Responsible for casting and directing talent for broadcast productions
• Account experience includes: Idea Integration, Compaq Computer Corp., Hewlett-Packard, Yahoo!, Dell Computers, Houston Grand Opera

Education

B.S. Journalism

University Of Kansas

Lawrence, KS
Aug 1993 - May 1997

William Allen White School Of Journalism and Mass Communications

B.S. Journalism, concentration in Advertising Copywriting

Minor in English Literature

Achievements

Awards

Drake Addy Award – Television script category

Chosen to attend David Seagall's "Futurize Your Enterprise" workshop – Napa, CA

Volunteering

God's Love We Deliver

Prep food for meal kit assembly to be delivered to clients in need with special dietary restrictions who cannot shop or cook for themselves.