

# Jesse Rosenblum

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## PROFESSIONAL SUMMARY

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Copywriter & Creative Strategist with a knack for finding provocative creative territory rooted in human truths. I've driven brand-defining campaigns and measurable revenue for clients from \$1M to \$1B+ in scale, collaborating with multidisciplinary teams along the way. Backed by a B.S. in Marketing with a minor in Strategy & Entrepreneurship, I pair genuine original thinking with a business mind and a passion for the work that shows in everything I make.

## EDUCATION

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### Yeshiva University, Sy Syms School of Business

B.S. in Marketing, Minor in Strategy & Entrepreneurship. Summa Cum Laude. GPA: 3.9.

New York, NY

May 2025

### University of Maryland

Letters and Sciences. Dean's List. GPA: 3.6.

College Park, MD

May 2023

## EXPERIENCE

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### Associate Writer (Contract)

January 2026 – June 2026

Pilot, Inc

Boston, MA

- Crafted campaign messaging, packaging copy, websites, brochures, and manifestos for a diverse client roster
- Produced work for clients ranging from \$1M to \$1B+ in scale, including Bushnell, BXP, ABA, HRP Group and more
- Collaborated with multidisciplinary teams to concept, build, and present creative work to major global accounts

### Associate Copywriter Intern

June 2025 – August 2025

Digitas North America

Boston, MA

- Concepted, wrote, and pitched CTV scripts and activations for Lenovo, translating brand strategy into scroll-stopping videos
- Extended Lenovo's campaign story across Reddit and Meta with digital post copy built for each platform's voice
- Led creative conceiving and messaging strategy for a program-wide AAA intern campaign, earning client recognition for a standout tagline and strong conceptual foundation

### Copywriter & Creative Strategist

May 2024 – Present

Freelance

Remote

- Write compelling copy covering web, social, email, OOH, scripts, direct mail, and campaigns for brands across industries
- Deliver creative strategy and brand voice for healthcare, real estate, nonprofit, sports, and consumer clients
- Drive brand lift and tangible results, including 5,000+ site visits for one client and 100+ retail placements secured for another

## PROJECTS

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### Take A Bino

Pilot, Inc — Bushnell A-Series

- Contributed to early research and insight work that shaped the campaign's conceptual foundation, including surfacing the visual stimulant direction that led to the Take A Bino line
- Supported verbal consistency across the broader language toolkit and provided visual input throughout execution

### Holiday Magic, Rebooted.

Digitas — Lenovo

- Wrote alternate scripts, suggested visual and performance directions, and pitched activations rooted in reimagining iconic holiday moments with Lenovo naturally in the mix
- Supported Meta and Reddit ads tied to CTV spots, extending the campaign across platforms

### Your Tech, Holiday-Proofed.

Digitas — Lenovo Pro

- Wrote alternate scripts and pitched activations rooted in showing small business owners how Lenovo Pro prevents holiday chaos
- Supported Reddit ads tied to CTV spots and suggested visual and performance directions throughout execution

## AWARDS & HONORS

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- Top 10% Worldwide - MarketPlace Simulations (January 2025 - April 2025)

## SKILLS

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**Software:** Figma, Canva, Milanote, CapCut, Wix, Replit, Lovable, Notion, Airtable, Asana, Slack, Microsoft Office, Google Workspace

**AI Tools:** Claude, ChatGPT, Gemini, Meta AI, Perplexity, Runway

**Creative:** Concepting, Copywriting, Verbal identity, Brand messaging, Creative strategy, Scriptwriting, Campaign storytelling

**Soft Skills:** Collaboration, Adaptability, Problem-solving, Curiosity, Active listening, Deadline-driven, Attention to detail