



Melissa Rosen

New York, NY 10065

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Websites, Portfolios, Profiles

- www.themelissarosen.com

Skills

- Creative Vision
- Campaign Development
- Script Writing
- Wordplay & Puns
- Production Knowledge & Experience
- A Sense of Humor
- A Burning Desire to Create Great Work with Cool People

Melissa is a colorful freelance writer and creative who specializes in comedic storytelling and making the mundane magical.

Work History

Associate Creative Director

The Studio at PepsiCo, New York, NY

January 2021 - Current

- Creating and developing entertaining, engaging content and campaigns for various PepsiCo brands.
- Brands have included: Mountain Dew, Bubly, Pepsi, Lipton, Starry, Mug, and Soulboost.

Freelance Creative

Single Threat, Various

May 2014 - Current

- Created a freelance creative agency that occasionally doubles as a production house.
- Provides clients with exciting, unique creative and lower-budget production alternatives for projects.
- Clients: PepsiCo, FritoLay, Viacom, Heineken, and various others.

Senior Copywriter

Thirtythree, New York, NY

February 2019 - February 2020

- Concepted and executed employer branding campaigns for global organizations.
- Some clients included: Audible, CarMax, and Deutsche Bank.

Copywriter

Elephant, Brooklyn, NY

June 2018 - December 2018

- Wrote advertising copy for various online content.
- Customized brand messaging to reach and capture target audiences and drive engagement.
- Some clients included: Apple, Marcus by Goldman Sachs, FX, and Beats by Dre.

Casting Assistant

Warner Brothers Studios, Burbank, CA

September 2010 - December 2012

- Performed various essential administrative support duties.
- Orchestrated casting auditions.
- Auditioned, interviewed, and read with performers.
- Worked closely with the casting director, producers, and directors to define casting needs and deliver ideal casting options.

Actor, Comedian

Various, Los Angeles, CA

August 2007 - August 2014

A well-fed starving actor and stand up comedian winging it in LA.

Education

Sarah Lawrence College at Bronxville, NY

Bachelor of Arts

Miami Ad School at Queens, NY