

# Robin E. Greif

## Senior copywriter who loves to concept and writes B2B with TLC

<http://www.coroflot.com/robinegreif/> / 718-392-2181 / 646-637-4889 / email: [rgryphe@aol.com](mailto:rgryphe@aol.com)

- Former computer programmer at B of A and Wells who can simplify the complex easily
- In one campaign, exceeded an annual goal by 4 times as much as expected in less than 3 months
- One direct B2B mailing acquired an immediate \$450,000 account, among others
- A creative director at Bernard Hodes said that our working together was "the most creative and productive period of my entire career".

**Expertise:** Creating B2B, consumer, pharmaceutical, healthcare and digital campaigns using my advertising, direct marketing, retail, interactive, financial, technology and additional experience

### Employment History:

#### Freelance Copywriter

Self New York, NY 2013-Currently  
Created and edited direct, email marketing, digital, social media, and pharmaceutical ad campaigns for several leading agencies and companies on a variety of accounts, including: SiriusXM, Miracle Gro, Tomcat, MasterCard and American Express, as well as accounts such as Restasis, Esbriet, ExJade, and OcuVite for Concentric Pharma Advertising, HBC Digital Marketing, Havas Worldwide, Ogilvy Healthworld and GSW/Inventiv Communications. Also wrote digital ad campaigns for 360i Digital Marketing.

#### Senior Copywriter

LexisNexis New Providence, NJ 2009-2013  
Created and edited effective campaigns for the legal division in a variety of media—from direct mail packages to email marketing, Web pages to Webinars—as well as print ads. In one campaign on free, customized training, I exceeded the annual expectations by four times as much as predicted—in less than 3 months. Wrote copy for many different arenas, including Practice Area Solutions, Client Development, Research Solutions, and Corporate and Relationship Marketing, as well as for various publications including Mealey's, Matthew Bender, and several others.

#### Advertising Copywriter

Freelance New York, NY 2005-2009  
Designed and edited direct, email marketing and interactive ad campaigns for clients such as TBWA\Chiat\Tequila, MRM Partners/McCann Worldwide, TheStreet.com, Grey Worldwide, Wunderman Worldwide, Cooper Direct, Bernard Hodes & other companies with passion and commitment. As per my creative supervisor at Bernard Hodes, Rishi Connor, our working together was "the most creative and productive period of my entire career." Wrote copy for Bank of America, Sprint, HP, IBM, Visa, Chase, Ameriprise Financial, Starwood, MetLife and many additional accounts.

### Other experience:

#### Marketing Writer

Grant Thornton LLP (accounting firm—wrote B2B financial copy) New York, NY

### Education:

- ◆ Advertising courses, The School of Visual Arts, NYC (included one with Sal DeVito)
- ◆ MFA Candidate, Theater Arts/Film Production, UCLA
- ◆ BFA, State University of New York at Buffalo

- ◆ Hofstra University, NY
- ◆ Computer Science courses, Northeastern Illinois University, Chicago

**Awards:** Winner, Saatchi & Saatchi Copywriting Contest  
Recipient, Hofstra University Fine Arts Grant-In-Aid Scholarship

**Computer Skills:** MS Office Suite, Adobe Acrobat XI, Adobe InDesign, Quark Xpress, Adobe Illustrator

See samples of my work at: <http://www.coroflot.com/robinegreif> and

<https://www.linkedin.com/in/rgreif>

See a Web site sample at: <http://www.tomcat.com>