CECILIO I. ROSARIO

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AWARDS

2011 National Gold Addy Award
2003 Foote, Cone and Belding Raising the Bar award

EDUCATION

Amherst College — Amherst, MA
Bachelor of Arts in History — May 1998

Activities: Managed and wrote for Sports section, campus newspaper The Amherst Student, 1995-1997; Wrote and Illustrated for political magazine Capitol Pages, 1996-1997; Created and co-hosted Liquid Magyar, college radio station WAMH, 1997-1998

School of Visual Arts — New York, NY
Continuing Education — Spring 2000

- Completed two advertising courses to develop portfolio and solidify foundation for future role as a copywriter

WORK EXPERIENCE

CLEAN HABITAT INC. BUILDING MAINTENANCE — New York, NY
Communications Manager — Winter 2016-Present

- Wrote copy for clean-habitat.com
- Currently developing emails and press releases to develop relationships with media outlets, current clients and potential clients
- Will manage social media posts on Facebook and Twitter to increase company's brand presence

P. DUB'S SPORTS HUB — New York, NY
Contributing Writer — Fall 2015 - Present

- Writes articles on a variety of relevant sports-related topics in a natural, approachable tone which resonates with sports fans

WORLD TRAVEL — Various locations
Fall 2013-Fall 2013

- Visited Australia, Brazil, Dominican Republic, Hawaii, Japan and Switzerland

FOOTE, CONE AND BELDING iNTERACTIVE/DRAFTFCB — New York, NY
Copywriter — Fall 2003 - Fall 2013
Accounts: Citymeals-on-Wheels, Cymbalta, Fisher-Price, Gevalia Kaffe, IRS, Jamaica, MetLife, Nivea, Oreo, Prolia, Samsung, Seaworld/Busch Gardens, UHG/AARP

- Developed Oreo "Summer Dip" print ad (2011 National Gold Addy Award)
- Wrote Citymeals-on-Wheels Holiday Ad, which generated a 25% jump in response and a 125% increase in donations from previous year (2007), and Mother's Day Ad which resulted in a 40% jump in donations from previous year (2008)
- Created Citymeals-on-Wheels long format video narrated by renowned journalist Paula Zahn which depicted hardships of the homebound elderly and Citymeals' noble efforts to feed them and provide vital human contact
- Wrote and produced radio commercials for MetLife Auto Insurance, IRS Taxpayer Advocate Service and Busch Gardens which strengthened brand presence

FOOTE, CONE AND BELDING iNTERACTIVE — New York, NY
Junior Copywriter — Summer 2001 - Fall 2003
Accounts: Qwest Communications, USA Philatelic

- Earned FCBi 2003 Raising The Bar Award for outstanding creative work on USA PHILATELIC
- Developed cover concepts and body copy for USA Philatelic stamp collecting catalog which strengthened my ability to create visual ideas and write to a select audience

- Wrote direct mail for Qwest DSL Business-to-Business and Wireless Consumer segments

FOOTE, CONE AND BELDING DIRECT New York, NY
Creative Assistant Summer 1999 - Summer 2001
Accounts: Gevalia Kaffe, Citymeals-on-wheels

- Assisted Creative Manager and creative group in daily administrative duties which allowed the department to operate efficiently
- Facilitated accommodations for freelance creative hires which helped them integrate seamlessly into the department
- Wrote copy for account projects and ads which provided vital hands-on experience for junior copywriter role

LANGUAGE SKILLS

Fluent in Spanish

INTERESTS AND ACTIVITIES

Legion of Boom Flag Football Club — New York, NY
Co-Founder — March 2009 – Present

Big Bethel Road Clean-Up Project — Hampton, VA
Volunteer — November 2009 – May 2012

Sigma Cafeteria Cleanup and Sigma Tutors — Hampton, VA
Volunteer and Tutor — November 2009 – May 2012