

Lynn Rosen-Bright

Award-winning creative and strategic director/writer with a passion for applying data and technology that doesn't overwhelm but supports the creation of messaging that resonates with authenticity. Key words: Relatability, Sustainability, Innovation, Results. B2B, B2C, B2V...
Experience in multiple diverse industries.

EXPERTISE

- CREATIVE DIRECTION
 - Inspiring and molding the message
 - Nurturing talent toward innovation
- COPYWRITER/EDITOR
 - All targets and formats
- CRM CROSS CHANNEL STRATEGIST
- DIGITAL
 - WEB-UX AND UI
 - Social
 - Email
 - SEM
- FORTUNE 500 EXPERIENCE
- CLIENT RELATIONSHIPS
- SMART, RELATABLE AND ENGAGING COMMUNICATIONS

ENDORSEMENTS

"As the creative director on a demanding account, Lynn built a fully functioning creative department from the ground up..."

- Vice President Client Services, Epsilon

"Passion like I've never encountered my entire career is the best word to describe Lynn! Her dedication and attention to detail is incredible..."

- Marketing Director, Jon Josef Shoes

"Lynn has a proven track record in marketing program launches ,brand strategy and product development..."

- Chief Executive Officer, Absolute Performance Inc.

CAREER HIGHLIGHTS

- Formula E racing social strategy and content creation supporting global sustainability in pro sports
- Re-branding of all Lincoln and Ford Motors Tier 3 CRM communications in same year across multiple channels
- Building creative team from the ground up to win and retain multi-million dollar account(s)
- Head writer/ACD of marketing team contracted to create all-new curriculum of CRM program that revitalized client loyalty and realized escalating ROI for General Motors
- Wrote and produced video for Mort Crim Communications telethon, raising finances for needy children and their families
- Writing and directing four plus hours of commentary for Rose Parade

AWARDS

THE CAPLES AWARD

Ford Motor Company and Lincoln Motors CRM Cross-channel marketing program.

EDUCATION

MICHIGAN STATE UNIVERSITY
LEE STRASBERG INSTITUTE
UNIVERSITY OF ARIZONA

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EXPERIENCE

2019 - Present

INDICIA WORLDWIDE

Creative Director/Consultant/Copywriter/Editor

- New business collaboration, strategy, presentation edit/proofing
- Transformation of communications from UK to US -all channels, white paper creation/editing
- Copy and ideation for multiple channels, including social, email, video, web, direct, pptx, SMS
- Clients include: Konica Minolta, Chiquita, J.P. Morgan Chase, Manildra Group, Protiviti, STANLEY Black & Decker

2008 - Present

BRIGHT 3MEDIA

California/Michigan
Brand Marketing Consultant/Copywriter/Editor/Producer

- Overall Marketing Strategy for various industries/ startups/presentations/e-commerce
- Writing/editing marketing materials – technical to consumer-facing messages, all formats, channels
- Digital creative strategy – Website content (UX and UI)/Email/Online Advertising/Social
- Retail, Automotive, Cosmetic/Pharma, Philanthropy - B2B, B2C
- Clients include: Fox Television, Saban Entertainment, Skin & Vein Centers, Cardiogram, National Holocaust Museum, Afloat, Clip Media

2013 - 2018

EPSILON /ALLIANCE DATA

Southfield, Michigan/Costa Mesa, California
Group Creative Director

- Hiring and management of creative departments
- Strategy collaboration with account, production and development teams
- Applying insight to build ground-breaking creative for large automotive clients that resulted in extensions of contracts and maximized profits
- Collaboration and editing web UX and UI content
- Digital Creative Director - corporate and consumer facing development

2011 - 2013

MINACS MARKETING SOLUTIONS

Farmington Hills, Michigan
Creative Director

- Digital Director of corporate as well as consumer facing websites for optimum ease of use and flow of information as well as content-UX and UI focused
- Creative lead for product development and startup of new lifecycle programs
- Clients included Ford, Mazda, Hyundai, Honda

2005 - 2011

ASPEN MARKETING

Auburn Hills, Michigan
Senior Copywriter/Producer/ACD

- Responsible for concept, pitch materials, execution of multiple components for live events, tours, sweepstakes e-commerce, repeat campaigns and new business
- General Motors, Qwest, AT&T, Redken, Old Dominion, Absolut Vodka

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