

Rory Waltzer
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Copywriter/ Digital Producer with 13 years of experience in the creative industry.

QUALIFICATION SUMMARY

- SEO Copy
- Google Suite
- Project Management
- Final Cut
- Solution oriented
- Social Media Copy
- Adobe Suite
- Google Analytics
- Script Writing
- Up-beat & positive attitude
- B2C Copy
- CRM Software
- Slack/ Microsoft Office Suite
- Cross- Functional Parter/ Leader
- Exceptional at reimagining creative

PROFESSIONAL EXPERIENCE

Manhattan Beach School District • Los Angeles, CA

2023 - Current

11th Grade English Teacher/ Substitute Teacher.

- Expanded writing and grammar skills for 35 Gen Z students, fostering creativity and critical thinking.
- Integrated diverse perspectives and themes to challenge assumptions and broaden worldviews.
- Provided personalized college essay guidance, enhancing student narratives and aspirations.

Variety • Los Angeles, CA

2021- 2023

Copywriter/Social Media Writer

- Reimagined Variety's standard copy and partnered cross functionally to help execute consistent messaging.
- Developed persuasive content for email blasts, media kits and digital ads, enhancing Variety's image.
- Analyzed cultural trends to inform marketing strategies, optimizing campaign effectiveness.
- Ensured accuracy and maintained professional standards across all marketing and event materials.
- Partnered with the video production team to re-envision branding in digital form.

Vice Media • Venice, CA

2019- 2021

Copywriter

- Created script copy for voice- overs, promos and international campaigns.
- Produced high- quality email and digital ads, aligning with brand standards and driving engagement.
- Fostered successful B2B collaborations with contemporary, targeted messaging.
- Played an integral role with the in-house agency, contributing to the creation of impactful copy for multi-million-dollar campaigns.
- Leveraged a younger demographic and contemporary tone to foster successful B2B brand collaborations, resonating with target audiences and achieving desired outcomes.

Conde Nast • New York, NY

2015- 2019

Copywriter/ Digital Producer/ Research

- Part of the team that created the Webby Award- Winning segment "73 Questions," completing extensive research for the questions and supporting the lead.
- Created compelling scripts and taglines for Vogue, Glamour and GQ on-site and social media, enhancing brand identity and engagement by 30%.
- Played a key role in the success of thescene.com, achieving 18 million pageviews within 18 months.
- Developed email blasts and banners across all Conde Nast brands, ensuring cohesive messaging.

Ralph Lauren • New York, NY**2014- 2015****Freelance Copywriter/ Creative**

- Created compelling copy, for scripts, digital ads, social content and print for fragrance brands.
- Adapted copy for social media channels to target and attract a younger demographic, utilizing the tone and style that resonated with the audience and remained on-brand.
- Developed impactful taglines and copy that resulted in a remarkable 34% boost in SEO performance during the busiest time, the 4th quarter, driving increased organic traffic and enhancing online visibility.

TMZ • Los Angeles, CA**2010- 2014****Copywriter/ Producer**

- Managed a team of 10, shaping content narratives for the website and show.
- Provided team guidance and direction that allowed the show to capture and explore media + cultural trends.
- Produced engaging promos, capturing audience interest and maintaining viewer engagement.

Tennis Channel • Los Angeles, CA**2009- 2010****Copywriter/ Producer**

- Developed promotional material for network launches and rebranding, driving viewer engagement.
- Produced daily shows, delivering high- quality content to captivate audiences.
- Part of the team that produced the content for the French Open.

G4 Network • Los Angeles, CA**2007- 2009****Copywriter/ Assistant Producer**

- Produced and wrote captivating promos that successfully attracted millions of video game fans on a weekly basis, driving engagement and viewership.
- Led the production of daily promotional material, effectively showcasing and highlighting the network's prime-time lineup, increasing audience interest and tune-in rates.
- Created compelling campaigns for the network's coverage of highly anticipated events such as Comic-Con and E3, capturing the excitement and energy of these events to generate buzz and attract viewers.

MTV • New York, NY**2001- 2005****Copywriter/ Assistant Producer**

- Wrote daily promos for Total Request Live and other shows airing throughout the day.
- Part of the creative team that worked on projects with Mountain Dew and American Eagle, writing numerous ads that helped maximize MTV'S brand.
- Created promos for special event shows including MTV MOVIE AWARDS.
- Received notable accolades for my work on social campaigns such as "Get Out the Vote".

HIGHER EDUCATION/PROFESSIONAL DEVELOPMENT

New York University- Tisch School of the Arts- B.A. Film Writing & Marketing