



ROBERTSY F. GRIBKOFF

COPYWRITER

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Portfolio: robertsyfg.com

Education

MIAMI AD SCHOOL, ASTORIA, N.Y.

Diploma in Copywriting, December 9, 2016

NEW YORK INSTITUTE OF TECHNOLOGY, NEW YORK, N.Y.

Master of Arts in Communication Arts, May 17, 2009

NEW YORK UNIVERSITY, NEW YORK, N.Y.

Bachelor of Arts in English and American Literature, May 12, 2005

Awards

2016 **YOUNG GLORY** (SILVER)

Skills

Computer: PC and Mac literate; Adobe Creative Cloud, SPSS, CisionPoint/Bacon's Media Database, Stella, Microsoft Office, Apple iWork

Copywriting: proofread, edit, and write copy for print and the Web; write spots for radio, print, TV, and the Web

Language: French

Experience

MCCANN HEALTH, NEW YORK, N.Y.

Senior Copywriter, 7/1/21-Present

Writing content and conceptualizing ideas for campaigns for the following client: Janssen Pharmaceutical Companies of Johnson & Johnson

Brands: STELARA® and TREMFYA®

Copywriter, 3/30/20-6/30/21

Wrote print, digital and social content for the following client: Janssen Pharmaceutical Companies of Johnson & Johnson

Brands: STELARA® and TREMFYA®

OGILVY, NEW YORK, N.Y.

Copywriter, 7/9/18-1/14/20

Participated in the creation of social videos, wrote post copy and banner ads for a social campaign promoting Vaseline's Petroleum Jelly

Wrote a global brand guideline document for Vaseline

Wrote digital display, social and OOH ads to promote two Citizens Bank product offerings: Education Refinance Loan and Home Equity Line of Credit (HELOC)

Wrote banner and OOH ads to drive awareness, differentiation, consideration, and preference for the IQVIA brand

Conceptualized ideas for the following clients: Amazon, FILA, Lenovo, *The Washington Post*, Vaseline, Arizona State University Online, and the United Nations

Wrote print, OOH and digital ads for Hospital for Special Surgery (HSS)

Wrote content for several landing pages, emails and social posts for FM Global

Worked on naming assignments for the following clients: Arizona State University and Comcast

Worked on radio and online audio spots for the Comcast Business Beyond Fast campaign

Worked on animated banner ads (to be displayed in *The Wall Street Journal*) for Barclays Investment Bank

MARINA MAHER COMMUNICATIONS, NEW YORK, N.Y.

Junior Writer, 9/5/17-6/29/18

Wrote content and conceptualized ideas for campaigns for the following clients: Johnson & Johnson, Procter & Gamble, Merck, Galderma, Glenmark Pharmaceuticals, and Bay Path University

Creative Intern, 6/5/17-8/11/17

Participated in brainstorming sessions and contributed ideas for campaigns

360I, NEW YORK, N.Y.

Copywriting Intern, 10/3/16-12/9/16

Created social and digital content for Oreo

MACY'S, INC., NEW YORK, N.Y.

Copy Coordinator, 10/21/13-12/12/14

Wrote engaging and informative product copy for Lids and other RTW brands featured on Macys.com

MS&L, NEW YORK, N.Y.

Global New Business Intern, 1/5/09-5/21/09

Assisted with RFPs, RFIs, and the creation of presentation materials for new business pitches

5W PUBLIC RELATIONS, NEW YORK, N.Y.

Intern, 8/25/08-12/17/08

Wrote and edited press releases, media alerts, and pitch letters

Organized clip books, compiled press kits, and assisted with press mailings