

# COREY JONATHAN VOGEL

A versatile web copywriter and content designer. Wordsmith for top brands across a wide variety of formats. A storyteller with an eye for design and a gift for translating ideas into precise, powerful copy.

## EXPERIENCE

### **Intuit Mailchimp**, New York, NY — *Copywriter, Growth & Sales*

OCTOBER 2022 - PRESENT

Led copywriting, content strategy, and content design work across Mailchimp's .com pages, positioning Mailchimp as an advanced marketing solution for mid-market businesses and contributing to yearly increases in engagement.

### **Peacock**, New York, NY — *UX Content Designer, Commerce*

JANUARY 2022 - OCTOBER 2022

Led messaging and content strategy across key consumer touch points. Leveraged brand and XD principles to convert users to paid subscribers. Liaised with designers and product managers to build and improve content ecosystems.

### **Huge**, Brooklyn, NY — *Senior Copywriter, UX & Editorial*

OCTOBER 2021 - DECEMBER 2021

Lead copywriter across all Android brand projects.

### **Huge**, Brooklyn, NY — *Copywriter, UX & Editorial*

MARCH 2019 - SEPTEMBER 2021

Wrote UX and long-form editorial copy for a variety of audiences, brands, and industries. Synthesized user journeys and built strategic narrative systems. Adapted voice and style to fit external needs. Worked within tight deadlines. Pitched and presented ideas. Researched topics with a journalistic eye for detail and accuracy. Acted as my own editor. Collaborated daily with visual designers, creative directors, product managers, and other team members. Defended the relationship between textual and visual elements. Switched gears, reported obstacles, and managed multiple priorities at once.

### **Scholastic Entertainment**, New York, NY — *Marketing Manager*

AUGUST 2018 - JANUARY 2019

Spearheaded the launch of the Clifford the Big Red Dog TV reboot by managing marketing initiatives tied to promotion and licensing.

### **Viacom Velocity**, New York, NY — *Integrated Marketing Coordinator, MTV*

FEBRUARY 2017 - AUGUST 2018

Coordinated linear, digital, social, and experiential integrated marketing strategies for MTV and other Viacom properties. Oversaw production management procedures and created marketing execution materials.

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## EDUCATION

### **The New School**, New York, NY — *B.A., Writing & The Arts*

AUGUST 2010 - MAY 2014

## SKILLS

UX copywriting, Content writing, Content design, Copy editing, Editorial copywriting, Proofreading, Creative direction, Social media, Brand strategy, Experience design, Marketing, Media & entertainment, GSuite, Slack, Microsoft Office, Figma, Generative AI, AI Prompting, ChatGPT, Writer (AI)

## PERSONAL TRAITS

Willing to roll up sleeves and face challenges, any size.  
Calm under pressure.  
Positive, great sense of humor.  
Excellent verbal and written communicator.  
Attentive; asks questions and seeks out answers.  
Proactive, communicative, collaborative, team player.  
Top-notch organizational skills.  
Big-picture thinker.  
Nails the small details.