



## Jeff Gelberg

Copywriter /  
Creative Director

Long Beach, CA  
310 863 0929  
jeff@jeffgelberg.com

## Objective

Award-winning advertising/marketing professional with extensive experience and passion for creating strategically crafted, purposefully engaging and wildly entertaining language for all marketing communications—regardless of medium—that both enhance the brand as well as forge rewarding relationships and loyalties between users and products. Only with shorter sentences than that one.

## Summary of Experience

Branding  
Copywriting  
Creative Direction  
User Experience  
Team Building & Recruiting  
Company Culture Influence  
Corporate strategy and alignment

## Education

UCLA, Los Angeles, CA  
Los Angeles Valley College, Los Angeles, CA

## Affiliations

- SAG-AFTRA
- Academy of Television Arts & Sciences
- Academy of Magical Arts (Magic Castle)

## Experience

CrowdStrike // May 2022 – Present

Creative Director

Responsible for creating a variety of print, broadcast and online brand communications and campaigns for the cybersecurity industry leader.

Epson America // April 2020 – May 2022

Senior MarComm Editor

Responsible for creating a variety of print, broadcast and online communications for various lines of rapidly changing advanced consumer and professional technology products.

JeffGelberg.com // September 2019 - April 2020

Freelance Senior Copywriter

Created content and marketing communications in every channel and medium for a variety of different brands and clients in various categories.

Innocean USA // December 2016 - September 2019

Associate Creative Director

Created print, online, broadcast, social and direct executions as senior member of team that introduced Hyundai's luxury brand Genesis- the first new luxury car brand in 33 years - to a grateful nation.



## Jeff Gelberg

Copywriter /  
Creative Director

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JeffGelberg.com // September 2005 - December 2016

Freelance Senior Copywriter /Creative Director

Created content and marketing communications in every channel and medium for a variety of different brands and clients in various categories including:

**Automotive:** Genesis. Hyundai. Audi. Nissan. Toyota. Infiniti. Mazda. Suzuki

**Entertainment:** Game Show Network. 20th Century Fox. Miramax

**Interactive:** Taster's Choice. Tequila Rose. Nescafé Dolce Gusto. Coffee-mate. VISA. Uncle Ben's Rice.

**Stuff you eat:** Buitoni. King's Hawaiian Bread. General Mills.

**Stuff you drink:** 360 Vodka. Tequila Rose. Crystal Geyser Alpine Spring Water.

**Various:** Queen Mary. Pioneer Electronics. Port of Long Beach. Omni Ft. Worth Hotel & Residences.

Young & Rubicam Brands // October 2003 to September 2005

Senior Copywriter

Created television, radio, print and outdoor executions for Land Rover, Jaguar, Sony, Virgin America, MSN Hotmail, El Pollo Loco

JeffGelberg.com // January 2000 to October 2003

Freelance Senior Copywriter/Creative Director

Created content and marketing communications in every channel and medium for a variety of different brands and clients in various categories including:

**Entertainment:** Fox Family Channel. Buena Vista Television. Universal Studios Citywalk. Warner Bros. Paramount Pictures. HBO. Dreamworks. Cinemax.

**Hospitality:** MGM Grand Hotel & Casino. The Reserve Hotel & Casino. The Peninsula Hotel Beverly Hills. Hilton Hotels. Doubletree Hotels.

**Medical:** Blue Cross of California. Cigna Healthcare. Crystalens. Eyeonics.

**Transportation:** Amtrak. OC Transit Authority. Riverside Transit Authority. The Toll Roads.

**Financial:** Wells Fargo Bank. Glendale Federal Bank. X.com Financial Services.

**QSRs/Casual dining:** Taco Bell. Carl's Jr. Jack In The Box. McDonald's. Sizzler. Coco's.