

David Rosenzweig

(323) 252-2717

zweig1004@gmail.com

d-rosenzweig.com

As a Los Angeles based, award-winning writer with over a decade of experience in concept development and storytelling for marketing major entertainment properties, I have a proven expertise in leading creative teams, while crafting compelling campaigns that resonate with diverse audiences. Skilled in strategic marketing and innovative problem-solving, I have consistently delivered high-impact content across multiple mediums, including AV, social media, digital stunts, brand partnerships, key art, OOH experiential, and more. I'm also a passionate mentor, dedicated to elevating junior talent, while collaborating effectively with strategy, creative, accounts teams, and clients.

SKILLS

- Creative concept development
- Innovative problem-solving
- Strategic marketing
- Brand voice consistency
- Print, AV & social media copywriting
- Storytelling
- Creative team leadership + collaboration
- Pitching + Presenting

EXPERIENCE

SENIOR COPYWRITER

BOND

Los Angeles, CA

October 2018 - July 2025

- Generating creative concepts and scripts—across all platforms—for upcoming movies, streaming series, video games, and brand products, based on strategic insights and title familiarity.
- Developing the campaign North Star, tone, voice, and dynamic positioning for entertainment properties.
- Providing guidance and mentorship to junior creatives, based on best practices in writing for different mediums.
- Collaborating with other writers, designers, and creative directors across the company (Print, AV, Home Entertainment, Social + Digital, and Strategy), while in partnership with clients at all major studios.

COPYWRITER

Ant Farm

Los Angeles, CA

July 2014 - September 2018

- Writing for AV marketing, from special shoot teaser concepts, to retitling, to TV and radio spots.
- Collaborating with creative directors, producers, and editors on creative ways to sell big-budget blockbusters, as well as indie art-house films.
- Developing the tone of the company's irreverent social media presence, from press announcements to spotlighting company culture.

POST PRODUCTION SUPERVISOR, FINISHING AND ONLINE

Ant Farm

Los Angeles, CA

November 2010 - June 2013

- Responsible for all work performed by assistant editors, as well as online editorial.
- Supervisor to Dubroom and Operations employees, including interviewing potential hires.
- Supervising in-house onlines for broadcast/ internet deliveries, including the creation of final outputs.

EDUCATION

BACHELOR OF SCIENCE (B.S.) IN FILM & TV, COLLEGE OF COMMUNICATIONS

Boston University, Boston, MA

AWARDS

- 2021 Gold & Grand Clio Award for Theatrical Innovation for "The Matrix: Resurrections" Iterative Trailer
- 2021 Bronze Clio Award for Copywriting for the "Avenue 5" Faux Tourism Print campaign
- 2021 Bronze Clio Award for Copywriting for the "Army of the Dead" Key Art tagline
- 2021 Silver Clio Award for Theatrical: Consumer Products for the "Green Knight" board game
- 2022 Golden Trailer Award for the "Obi-Wan Kenobi" *Patience* trailer, in the category of Best Action for a TV/Streaming Series (copywriter)
- 2022 Silver Clio Award for Theatrical/Film, Digital/Mobile & Social Media Craft Copywriting for "The Batman" Unmask The Truth campaign
- 2022 Silver Clio Award for Theatrical/Film, Digital/Mobile website for "The Batman" Unmask The Truth campaign
- 2022 Bronze Clio Award for Theatrical/Film: Digital/Mobile & Social Media Craft Copywriting for "The Bad Guys" YouTube Search Steal stunt
- 2022 Bronze Clio Award for Theatrical/Film, Digital/Mobile & Social Media Craft Copywriting for the "Nope" Welcome to Jupiter's Claim website
- 2022 Bronze Clio Award for Theatrical/Film: Key Art Craft Copywriting for the "Don't Look Up" tagline
- 2023 Bronze Clio Award for Television/Series, Digital/Mobile & Social Media Craft Copywriting for "The Peripheral" Journey Through Alexa activation

HIGHLIGHTED WORK

- Amazon's *Fallout*. Season 1 and Season 2 teaser trailers.
[S1 Teaser Trailer](#) + [S2 Teaser Trailer](#)
- HBO's *The Righteous Gemstones* social strategy, tone + voice, social post copy, and creative concepts.
[The Prayer Pod hotline](#) + [The Gemstones Gems-Tunes](#)
- Disney's *Star Wars*. In this business, nerding out is totally acceptable.
[The Acolyte Trailer](#) + [Obi-Wan Kenobi Teaser Trailer](#) + [The Book of Boba Fett Trailer](#)
*Bonus points: I named **Galaxy's Edge** for Disney's theme parks.
- Netflix's *Cobra Kai* AV campaigns for the last few seasons (actor narration).
[S6 Teaser Trailer](#) + [Final Season Date Announce](#) + [Final Season Trailer](#)
- Warner Bros's *The Batman* creative strategy, custom in-world website, and [key art tagline](#).
While sadly the *rataalada* website is no longer available, this [fan wiki](#) describes the experience in depth. I worked with strategy on the campaign's key beats, conceived the user experience and audience rewards, and wrote the riddles: *I was The Riddler*. This garnered a [Silver Award at the 2022 Clis](#) Entertainment Awards. The end credits of the film actually directs audiences to the website (seriously, you can check).
- Warner Bros's *The Matrix: Resurrections* Iterative Trailer was a [Gold and Grand Winner at the 2021 Clis](#) Entertainment Awards. I assisted in laying out the creative roadmap, while crafting narration for two of the film's lead characters.