

Rick Kronberg

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Creative Direction • Copywriting • Advertising • Content Creation

- Experienced creative professional who has spearheaded hundreds of marketing campaigns.
- Winner of over 50 national and local awards including Telly & New Jersey Ad Club Best in Show.

Experience

2020-present Morgan Stanley, New York, NY—Senior Copywriter

- Helped lead rebranding effort from E*TRADE to Morgan Stanley.
- Served as lead writer for the Firm's "*Project Genome*," an OpenAI wealth management partnership designed to communicate with each customer via their "financial DNA" through every touchpoint, regardless of channel.

2022-2023 Elevance Health, Indianapolis, IN—Senior Copywriter

- Responsible for writing consumer-facing campaigns for the Government Business Division of Elevance Health.
- Conceptualized and created multi-channel campaigns for Medicare and Medicaid populations, including videos, web content, radio, print, emails, direct mail, OOH, and collateral.

2014-2020 E*TRADE, New York, NY—Marketing Writer

- Partnered with marketing, editorial & investment managers to create customer communications including email, web content, social media, investor education articles, video, OOH, and collateral.
- Ensured brand's voice & diverse product offerings were accurately captured in all customer communications.
- Served as lead copywriter for ETRADE.com website rebrand.

2013-2014 Audible.com, Newark NJ—Digital Copywriter

- Served as key copy lead for multiple products.
- Responsible for iOS & Android in-app messaging, feature doc, email marketing, taxonomy, accessibility, web marketing & quality assurance.
- Partnered with Development, UX/UI & Visual Design teams to ensure messaging & copy adhered to Amazon brand standards.

Education

Bachelor of Arts in Public Communications, American University, Washington, DC

Professional Affiliations

- Writer's Guild of America, East
- New Jersey Ad Club

Relevant Skills

Advertising campaign creation, TV, video scripts, social media, email marketing, radio, print, web content, UX writing, blogs, articles, B2B marketing, long-form content,

Partial Brand List

Financial

E*TRADE
Morgan Stanley
American Express
Wells Fargo
Prudential

Healthcare/Health Insurance

Elevance Health
Anthem Blue Cross Blue Shield
Medicare
Medicaid (multi-state)
Hackensack University Medical
Center

CPG

Rao's Homemade
Eight O'clock Coffee
Tetley Tea
Kraft
Carbona
Cholula

E*TRADE
Audible Channels
DoubleClick

Entertainment

Amazon Prime MGM
Audible.com
New Jersey Lottery
Hard Rock Café
USA Network

Nonprofit

Jersey Battered Women's Service
Ocean County Meals on Wheels

Automotive

Jaguar
BMW
Toyota

NJ Economic Development Authority

Education

Rutgers School of Business
Pillar College

B2B

iconectiv
DrFirst
Avaya

Real Estate

Anywhere, Inc
ERA

Misc.

Minwax
Thompson's WaterSeal
Spar, Inc.
Franklin Mutual Insurance

Technology

Tourism/Development

NJ Division of Travel & Tourism