

MARTIN ROCK

SENIOR COPYWRITER

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MARTINROCKCOPY.COM

Inspired copywriter with three books under my belt (& usually one in my pocket); 10+ years of editorial, communications, & copywriting experience; & a research degree in creative writing. I work fast, thrive on a team, & see the blueprint in the mess. I'm also the rare creative who keeps a very tidy desk & loves systems architecture. You already know how I feel about ampersands & the Oxford comma. What else do you want to know? A lot of people put words together; not everyone can make them sing.

PROFESSIONAL EXPERIENCE

Nonprofits, Executives, & Tech Startups

SF BAY AREA

COMMUNICATIONS CONSULTANT & COPYWRITER

JAN 2017 – PRESENT

- Strategic copywriting, ghostwriting, media relations, & production of materials including publications, presentations, talking points, marketing collateral, executive communications, & pitching decks.
- Ghostwriting for executives, nonprofit leaders, academics, & politicians.
- Copy & strategy for positioning & mission statements, brand messaging, & media relations.
- Earned media coverage in PBS Newshour, *The New York Times*, *Vox*, *Quartz*, *LA Times*, *Hyperallergic*, NPR's "All Things Considered," *National Geographic*, *The Atlantic*
- Tech coverage in *WIRED*, *CNET*, *The Verge*, *Engadget*, *Apple Insider*, *TechRadar*, etc

Tom Steyer 2020 Presidential Campaign

SAN FRANCISCO

SENIOR WRITER, POLICY

JAN 2020 – MAR 2020

SENIOR CREATIVE WRITER

NOV 2019 – JAN 2020

- Drafted, ghostwrote, & copyedited op-eds, advertorials, speeches, emails, tweets, open letters, web copy, & policy papers working across multiple channels & teams.
- Built and maintained brand style guide and tone of voice principles for Tom 2020 Policy.
- Worked closely with Digital, Communications, Political, Social Media, & Policy teams on simultaneous high-priority, sensitive, & (very) fast-paced projects.
- Distilled complex policy language into readable web copy for digital product launches.
- Introduced efficient editorial project management system using Asana & Google Drive.
- Invited to join policy team after working together on high-priority papers with fast turnaround.

Exploratorium: A Museum of Science, Art, & Human Perception

SAN FRANCISCO

ASSOCIATE DIRECTOR OF COMMUNICATIONS

FEB 2017 – FEB 2019

- Wrote & edited copy for print & digital ads, advertorials, social, emails, decks, and press releases.
- Drafted, copyedited, and presented brand positioning statement, brand tone of voice principles, style guide, and brand positioning deck.
- Developed & ghost-wrote executive communications, crafted talking points for senior leadership, & prepared experts for live on-camera, print, and broadcast interviews.
- Achieved three-fold increase in annual reach (32M), number of mentions (3.5K), & value of coverage (\$8M) over a two-year period.

Gulf Coast; A Journal of Literature & Fine Arts

HOUSTON

MANAGING EDITOR

MAY 2014 – AUG 2016

ASSISTANT POETRY EDITOR

JUN 2013 – MAY 2014

- Wrote copy for print & digital ads, editorial notes, emails, web copy, all-staff meetings, etc....
- Oversaw production, editing, design, & communications for journal.
- Recognized for editorial excellence by Council of Literary Magazines & Presses.
- Graphic design, layout, & production of marketing materials.
- Attended conferences, gave presentations, sat on panels as representative of journal.

Eurasia Group: Political Risk Research & Consulting Firm

NEW YORK

OVERFLOW EDITOR

JUL 2012 – APR 2013

- Copyedited, proofread, & helped finalize political risk analysis products for energy, intelligence, & finance sectors.
- Worked with senior editors, designers, & analysts to ensure that products were well-written, intelligible, & aligned with style guide.

Epiphany; A Literary Journal

NEW YORK

MANAGING EDITOR

JAN 2011 – FEB 2013

- Drafted, copyedited, & designed print & digital ads, newsletters, e-mails, press releases, advertising content, & posters for sales, events, & conferences.
- Developed & implemented production & marketing schedules.
- Did layout, copyediting, & proofreading for each issue.

Loaded Bicycle: Poetry, Art, & Translation

NEW YORK

FOUNDING EDITOR / PUBLISHER

JAN 2010 – DEC 2014

- Responsible for all marketing, publicity, copywriting, & communications.
- Designed, coded, & published issues using Adobe suite & web hosting services, including UX.

EDUCATION

PhD in Literature & Creative Writing

UNIVERSITY OF HOUSTON, 2018

- Fully-funded. Comprehensive exams in Environmental Theory & Ecocriticism, History of Literary Criticism, & Poetry.

MFA in Creative Writing

NEW YORK UNIVERSITY, 2010

- Fully-funded. Recipient of Starworks Fellowship & St. Mary's Master Fellowship.

BA in English with emphasis in Creative Writing

FLORIDA STATE UNIVERSITY, 2004

SELECTED PUBLICATIONS

2018 *Best American Experimental Writing 2018*, inclusion in anthology.
2016 *Residuum* (Cleveland State University Poetry Center)
2015 *Dear Mark* (Brooklyn Arts Press)

LANGUAGES

Native English, Conversational Japanese, Beginner Spanish, Basic HTML & CSS.