Robert Ho

Brooklyn, New York

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**WORK EXPERIENCE:**

1/14- **Senior Copywriter**, New York, NY

Current **Healthfirst NY**: Working as the lead writer on Medicare AEP and OEP health insurance marketing communications including direct mail, collateral, paid search, paid social, SEO, website, TV and radio scripts and emails.

1/11- **MRM**, New York, NY

3/13 Copywriter, Verizon

Wrote interactive, DM, B2B and in-store communications for Verizon FiOS.

4/13- **Freelance Digital Copywriter**, Brooklyn/New York, NY

4/08 **McCann HumanCare**: Assisted in the redesign of Boehringer Ingelheim Tradjenta (oral diabetes treatment) branded and unbranded Websites.
 **Huge Inc**.: Helped convert American Express Website content to mobile and tablet format.
 **EURO RSCG LIFE 4D**: Developed interactive banners, e-mails, DM and a tablet app for Bristol-Myers Squibb/sanofi aventis – Plavix, Pfizer –Lyrica, sanofi-aventis – Lantus, Cephalon – Fentora, and Novartis - Diovan.

 **WILSON RELATIONSHIP MARKETING SERVICES:** Worked on acquisition, retention and winback interactive and DM projects for Wells Fargo, Charter Communications, Proactiv, Wells Fargo, and AARP.

**SKILLS:** Microsoft Office, Word, Excel, Powerpoint, Photoshop, Robohead, Miro, InVision and Zeplin.

**EDUCATION: Rochester Institute of Technology**

School of Business, Rochester, NY

 Graduated with a B.S. in Marketing

Liberal Arts Concentration Minor in Psychology

 **School of Visual Arts**

Phil Peppis, Sal Devito, Pat Sutherland & Rob Strasberg and Jeffrey Metzner

**Adhouse**

Nat Whitten