

DIEGO ROSENBERG

4120 E. Spur Drive, Cave Creek, AZ 85331 - diego@sellingmuscle.net - 415.359.7363

- Author: *Selling the American Muscle Car: Marketing Detroit Iron in the 60s and 70s* and *Cobra Jet: The History of Ford's Greatest High-Performance Muscle Cars*
- Automotive historian, multilingual in many brands from here and overseas
- Skilled with both left/right-brained thinking, allowing for unique solutions to communication hurdles and turning good ideas into better ones

PROFESSIONAL EXPERIENCE

Collector Car Network – Lead Writer 2022 – Present

Absoluto Design, Inc. – Handyman 2019 – 2022

- Assistant for my wife's architectural business
- Freelance Automotive -- Writer and Editor 2014 -- 2022
- Serial writer for Hagerty
- Edited two books by Rick Rittenberg
- Monthly column in Muscle Car Review
- Copy-editor for Classic Cougar Club of America

Allstate Driving & Traffic School – Driving Instructor 2017 – 2019

- Teaching clients to be safe drivers and pass the DMV test

GM Inside News – Administrator and Moderator 2019 – 2022

- Maintaining site and promoting discussions on topical GM stories
- GMauthority.com and Motrolix.com – Editor and Writer 2014 – 2015
- Editing and writing content for daily automotive news blogs

HOT ROD magazine – Associate Online Editor 2013 – 2014

- Developed content, copy-edited, and maintained SEO standards for HotRod.com website

Freelance and Consulting – Copywriter and Copy Editor 2009 – 2013

NEP-Broadcasting, Pittsburgh, PA

World Wrestling Entertainment Inc., Stamford, CT

The New York Times, New York, NY – Copywriter and Copy Editor 2008 – 2009

- Conceived copy for clients as varied as Audi and Barclays, & in-house promotions
- Developed proposals and mock-ups for recruiting new clients
- Wrote brochure copy selling the services of NYT Yankees photography

EDUCATION

Michigan State University: Masters in Marketing – East Lansing, MI 1998

Vanderbilt University: Bachelor of Arts, Human & Organizational Development – Nashville 1995

WRITING SAMPLES

<https://www.hotrod.com/contributors/diego-rosenberg/>

<https://www.hagerty.com/media/author/drosenberg/>