

Rob Rebhan

SENIOR COPYWRITER · CONTENT STRATEGIST

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MICHIGAN

Copywriter with fourteen years writing for General Motors and RealTruck, from Buick.com to the emails truck owners open. I've helped lead creative teams of up to eight, and most of my copy goes live without an edit. Looking for my next role as an Associate Creative Director.

\$400k+

monthly revenue from the RealTruck email program I write for

74.48%

drop in canceled custom orders after GM's CANS emails launched

120%+

engagement lift after the Buick.com redesign, as reported by GM

\$1M

added by GM to the CANS budget to build a 2.0 version

EXPERIENCE

RealTruck · Senior Copywriter

DEC 2024 - PRESENT

Part of the in-house copy team writing for RealTruck and its sister brands.

- **Email:** 12-15 RealTruck emails a month and another 10-12 for Husky Liners, plus one-offs and special projects, for a program that brings in \$400,000+ a month.
- **America 250 / American Innovation:** Writer across email, social, and the film promo for the campaign launched July 4, 2026. No copy supervisor was in place when it began, so the writing was mine, shaped by our Executive Creative Director.
- **Collaborations:** Full-funnel messaging for the NASCAR and University of Michigan collections: product pages, social assets, and launch press releases.
- **Flagship store:** Led the in-store messaging and environmental copy.
- **Content pipeline:** Manage content across email, social, and digital retail, and help refresh the website for brand consistency as new products join the catalog.

MRM Detroit · Copywriter

JUN 2016 - NOV 2024

Eight years on General Motors, partnered with art director Lauren Sanders on nearly everything.

- **Buick.com:** Lead and only writer for nearly four years, with no feedback but the client's. Helped lead the complete redesign; GM reported engagement up more than 120%.
- **CANS:** Lead writer on the Customer Automated Notification System for custom-ordered vehicles. Worked on the pitch and the original look and feel. Canceled orders dropped 74.48%, and GM added \$1 million to the budget.
- **My GM Rewards:** Lead writer for a first-of-its-kind loyalty program across Buick, GMC, and Cadillac. Helped lead a team of 6-8 creatives; distributed workload and coverage and set brand voice across all three brands. Interviewed 16 members for four testimonial films.
- **Lease-End:** Lead writer on a 12-month direct mail and email cadence for Chevrolet, Buick, GMC, and Cadillac: 80 pieces, conceived and produced in under a year.
- **Also:** GMC.com copy refresh (including HUMMER EV and AT4), Buick and GMC monthly owner email, GM Recall, and Honeywell B2B web content.

Digitas Detroit · Associate Copywriter

AUG 2012 - JUN 2016

- Copy for Buick.com, GMC.com, and OnStar.com, plus retail, online advertising, CRM, and model-year reveals.
- Lead writer on digital video projects for Buick and GMC; contributed to the GM Owner Center overhaul.
- Social posts that raised interaction by about 200%; partnered with Leo Burnett on Certified Service retail offers.

EDUCATION

Hope College, BA in English, creative writing emphasis, 2007-2011. Features co-editor, *The Anchor*; co-organizer, college concert series.

SKILLS & TOOLS

Content strategy, email and CRM, brand voice, executive voice and ghostwriting, interviewing, SEO, social analytics. Google Workspace, Microsoft 365, Adobe Creative Cloud, AI tools and automation.