

CREATIVE DIRECTOR JEFF NICOSIA COPYWRITER

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- 2010 - TODAY **ACTIVE STORAGE, INC** TORRANCE, CA Creative Director
- Oversee all public facing advertising and marketing including web, print, tradeshow, video, packaging and more. Drive planning, design, execution, and consistency of messaging and brand tonality. Supervise creative staff and outside vendors; workflow and project management.
- ONGOING **FOR RENT** EVERYWHERE & ANYWHERE Freelance Creative Director / Copywriter
- Deliver words and ideas to a variety of agencies, firms, production companies and direct clients. Projects include interactive, social media, direct response, broadcast and print. As a Creative Director supervise creation of the above, as well as facilitate the hiring and management of freelance or fulltime creatives. Extensive new business and presentation skills. Significant automotive background.
- Recent clients include: EI, Trailer Park, Nautilus, Motor, RealWorld, Mindshare, Fox Sports
Past clients include: Kirshenbaum & Bond, Crispin & Porter, Adidas, Apple, Calvin Klein, many more.
- 2004 - 2008 **CAMPBELL-EWALD** LOS ANGELES, CA Vice President / Associate Creative Director
- Supervised the creation of television, radio, outdoor and print for Chevrolet (Western region) account. Extensive client contact, presented all creative. Helped create and nurture agency's most successful work. Responsible for staffing decisions, directing outside production and post-production vendors, and interfacing with senior level account staff.
- Oversaw creative work instrumental in keeping over 90% of the dealer groups across the country when account went into review, before creative operations were consolidated to Detroit.
- 2003 - 2004 **DGWB** SANTA ANA, CA Sr. Copywriter
- Created television, outdoor, print, online, direct mail and collateral for Argent Mortgage, the nation's leading sub-prime lender. Other accounts included Marie Callender's and Makar Development. Worked with design and new business groups on key projects. Heavy client contact, mentoring of junior level creatives.
- 2000 - 2002 **SAATCHI & SAATCHI** TORRANCE, CA Sr. Copywriter
- Created television, outdoor and print for Toyota, Toyota Dealer Group, Collective Good and Operation Hope. Received numerous creative awards for Collective Good and Toyota, including the only automotive spot on Adweek's Best Spots of 2001.
- 1997 - 2000 **TBWA CHIAT/DAY** PLAYA DEL REY, CA Sr. Copywriter
- Created television, radio, outdoor and print for ABC-TV, which received numerous awards. Worked on key new business pitches, helping win both the Levi's and Kinko's accounts.
- 1993 - 1997 **HARRIS DRURY COHEN** FT. LAUDERDALE, FL Sr. Copywriter / Assoc. Creative Director
- Created television, outdoor and print for Sea-Doo Watercraft, Tenet Healthcare, Mayor's Jewelers, Value Rent-A-Car, United Way, and the Jewish Federation of Greater Ft. Lauderdale.
- Supervised three art director/writer teams, and four studio employees. Was the main creative contact for Tenet, and helped create work for Sea-Doo which received an Effie for advertising effectiveness.
- 1990 - 1993 **LORD DENTSU & PARTNERS** LOS ANGELES, CA Jr. Copywriter
- Created television, outdoor and print for Suzuki Motorcycles, Dole Foods and Los Cabos tourism. Suzuki print was chosen for the prestigious One Show.

Distinctions One Show, Effie, Beldings, NY Art Directors Club, NY Festivals, ADDY (National, Regional & Local), London International Advertising Award, International Automotive Advertising Award, Midas Award, Orlando Creative Club, Orange County Advertising Award, Summit Creative Award, Art Direction Magazine, Silver Microphone, ADWEEK Best Spots of the Year. Judge: AICP Show, Mobius Awards; Founder/Creative Advisor - Group101 Spots/Spot Lab

Education MARIST COLLEGE, POUGHKEEPSIE, NY SCHOOL OF VISUAL ARTS, NEW YORK, NY
B.A. Communication Arts Advanced Copywriting