

## CREATIVE DIRECTOR JEFF NICOSIA COPYWRITER

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### BIO

As a kid growing up in Bellmore, NY, I wanted to be a professional skateboarder. After a broken foot, ankle, and wrist, not to mention a noticeable lack of skills, I decided advertising might be safer.

I have questioned that decision ever since.

I began my career as a college sophomore of 19, fetching lunch and writing ads for Crews Quilty Thompson & Wylde, in Kingston, NY.

After graduation, I moved to New York City where I answered phones and rubbed elbows with some of the most talented people in the business at Levine Huntley Schmidt & Beaver. I followed with a brief stint on the account side at Bozell, while secretly writing ads for a variety of agencies throughout New York, including Kirshenbaum & Bond.

In 1990, my resume began to take shape when I moved to Los Angeles to join Lord Dentsu & Partners as a Jr. Copywriter. I consider this my first real job.

From there I moved to Miami, where I picked up some great experience, a few awards, and a wife. After a few months of marriage I talked her into coming back to LA with me (she did have the ring, after all). We've been here about 16 years or so – living near the beach, raising two spirited boys, and loving it.

I'm lucky enough to have worked with some of the most talented people in the business, at agencies on their way up (and on their way down). I've been blessed with great opportunities at world-class shops, and have lived through more than one downsizing after agencies lost accounts. I've said it before, and I'll say it again – it's a volatile business, but it beats the hell out of digging ditches. I genuinely love it. Call me crazy.

As to the secret of my success, I've always maintained that hard work is the one true thing you can rely on. Not awards (I have many), not connections (I have even more), not even your resume. So I work my ass off, I think fast, and I study my client's business religiously.

And I never, ever take myself too seriously.

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