

COPYWRITER JEFF NICOSIA CREATIVE DIRECTOR

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- ONGOING** **FOR RENT** EVERYWHERE & ANYWHERE Freelance Copywriter / Creative Director
- Deliver words and ideas to agencies, production companies and direct clients. Projects include interactive, direct response, video and print. Recent clients include: Quantum, INK, E!, Nautilus. Past clients include: Trailer Park, Kirshenbaum & Bond, Crispin & Porter, Apple.
- 2011 - 2013** **RAUXA** COSTA MESA, CA Copywriter / Associate Creative Director / Creative Director
- Promoted from Associate Creative Director/Copywriter in 2013. Helped create integrated CRM solutions for Disney, Verizon, GSK, McAfee, Experian and new business initiatives.
- 2010 - 2011** **ACTIVE STORAGE** TORRANCE, CA Copywriter / Creative Director
- Oversaw all advertising including web, video, print, tradeshow and more for high-end media storage manufacturer. Company folded in 2011.
- 2004 - 2008** **CAMPBELL-EWALD** LOS ANGELES, CA Copywriter / Associate Creative Director
- Created television, radio, outdoor and print for Chevrolet (Western region) account. Helped create and nurture agency's most successful work, before account moved to Detroit.
- 2003 - 2004** **DGWB** SANTA ANA, CA Sr. Copywriter
- Created video, outdoor, print, direct mail and collateral for Argent Mortgage and Marie Callender's. Worked with design and new business groups on key new business projects.
- 2000 - 2002** **SAATCHI & SAATCHI** TORRANCE, CA Sr. Copywriter
- Created awarding-winning broadcast and print for Toyota, Collective Good and Operation Hope, 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
- 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.
- 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, Beldings, NY Art Directors Club, NY Festivals, ADDY (National, Regional & Local), London International Advertising Award, International Automotive Advertising Award, Midas Award, Orlando Creative Club, OC Advertising Award, 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