

JEFF NICOSIA PRODUCER / CREATIVE DIRECTOR / COPYWRITER

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- ONGOING **FOR RENT ADVERTISING** *ON OR OFF-SITE* Freelance Creative Director/ Copywriter
Deliver words and ideas to agencies and direct clients. Online, social, DR, DM, video, TV, radio and print. Clients include: Kirshenbaum & Bond, Crispin & Porter, Apple, Mullen, Disney, El, Trailer Park
- 2013 - PRESENT **INDUSTRIOUS FILMS** *REDONDO BEACH, CA* Producer / Creative Director / Copywriter
Industrious Films is a turnkey provider of video content, specializing in case studies, testimonials and tradeshow content. Recent clients include: Quantum, DDN, Nexsan, Unispace, A-Check Global.
- 2015 - 2017 **SYMPLY, INC.** *TORRANCE, CA* Executive Creative Director / Copywriter
Symply, Inc. creates high-performance digital storage for media creators and content owners - from the single user to an entire post facility. As ECD, I oversaw all marketing efforts, including web, social, video, tradeshow, print & direct response. I was also lead Copywriter on all projects.
- 2011 - 2013 **RAUXA** *COSTA MESA, CA* Creative Director / Copywriter
Promoted from Associate Creative Director/Copywriter. Helped create integrated CRM solutions for Disney, Verizon, GSK, McAfee, Experian and new business initiatives.
- 2008 - 2011 **ACTIVE STORAGE** *TORRANCE, CA* Creative Director / Copywriter
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* Assoc. Creative Director / Copywriter
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.
- 2000 - 2003 **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.

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