

Nickolas Daniel

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EMPLOYMENT

Sr. Copywriter, Huge. 2015 – Present

Clients: *Fiat Chrysler Automobiles, Meijer, Maserati, Withings by Nokia, Edward Jones*

Work: New business development, concepting, style guides, media partnerships, digital advertising, video production, strategic planning, social and traditional advertising

Sr. Copywriter, Geometry Global. 2014 – 2015

Clients: *Mondelez, Colgate/Palmolive, SC Johnson, Beam Suntory, GlaxoSmithKline, E&J Gallo, Waste Management*

Work: New business development, ideation, concepting, video, experiential, retail strategy, brand identity, digital, interactive, social and traditional advertising

Copywriter, Leo Burnett Group. 2012 – 2014

Clients: *P&G (Old Spice, Gillette, Tide, etc.) Kellogg's, Kashi, internal comms*

Work: 360 Concepting, above-the-line, ideation, experiential, internal and external brand management, integrated, shopper, traditional, digital, social media

Digital Copywriter, Walgreens. 2011 – 2012

Work: Branding, editorial calendar and content for Snaps by Walgreens photo blog, site UX, marketing and transactional email content, dynamic content for site, in-store kiosk copy

EDUCATION

Arizona State University. Tempe, AZ

Bachelor of Arts, English Literature. 3.72 Major GPA

The Second City. Improv Olympic. Go Comedy. (Los Angeles, Chicago, Detroit)

Core Writing Program. Red Denim Mustache and Tight Bros comedy groups. Writer and performer.

RECOGNITION

2017 Effie Silver (OREO)

2017 Effie Bronze (Good Thins)

2016 Agency of the Year – Digiday (Huge)

2015 Pro Award Silver – Best Local/Regional Event (Gillette Shave a Bear)

2015 Pro Award Bronze – Best Use of Shopper Marketing (Pantene Haircast)

2015 Webby Honoree – Consumer Packaged Goods (Pantene Haircast)

2015 Reggie Silver (OREO Wonderfilled)

2015 Reggie Bronze (Pantene Haircast)

2015 Effie Finalist (OREO Wonderfilled)

2014 Effie Silver – Seasonal (People's Choice Awards)

