

BRIAN NOWAKOWSKI

COPYWRITER

brian.nowakowski33@gmail.com
917.574.8204
www.briannowakowski.com

AWARDS

Bronze Clio

Best Integrated Campaign
"Toilet Talk"

Bronze Clio

Best Integrated Campaign
Viberzi "A Gut You Can Live With"

IMPACT Award Finalist

Viberzi "A Gut You Can Live With"

Winner OMMA Award

Website Excellence
TakeDownCholesterol.com

Finalist Mercury Radio Awards

Breathsavers "Smelliest Words"

SKILLS

Strategy Focused
Team Leader
Campaign Development
Conceptualization
Client Relations
Script Writing
VO Recording
Production
Management
Mentoring/Teaching

CLIENTS

Breathsavers
Volvo Trucks
Sanofi/Regeneron
Otsuka/Lundbeck
Genentech
AbbVie
Jergens
Transitions Lenses
Hershey's

CATEGORIES

Health/Wellness

(asthma, eczema, arthritis/psoriatic arthritis, major depression disorder, agitation with Alzheimer's, nasal polyps, spinal muscular atrophy, NMOSD)

Automotive
CPG
Beauty

EDUCATION

B.A.
Manhattan College

EXPERIENCE

Creative problem solver. My expertise is in making the complex not complex. Whether it's pharma (DTC and HCP alike), automotive, or CPG, understanding the product *and* the consumer needs is the only way to bring a brief to life—to truly connect.

Associate Creative Director – Copy, 21 Grams (freelance)

New York, NY – April 2024 to present

Associate Creative Director – Copy, Arnold Worldwide

New York, NY – September 2019 to January 2024

Senior Copywriter, Arnold Worldwide

New York, NY – January 2018 to September 2019

Copywriter, Arnold Worldwide

New York, NY – February 2016 to January 2018

Jr. Copywriter, Arnold Worldwide

New York, NY – June 2013 to February 2016

IMPACT AND EXPERIENCE

Concepted, produced, and launched an arthritis/psoriatic arthritis brand campaign which resulted in a 60% brand awareness jump and a 65% increase in website visits.

Concepted and produced asthma campaigns resulting in a 75% increase in clickthrough rates, 55% increase in direct traffic to the branded website, and 60% increase in on-site registrations.

Spearheaded the process-evolution of strategy and creative integrating/collaborating from the beginning of a brief—the two departments are mutually inclusive yet weren't working as a unit. This collaboration led to stronger and more cohesive development of brand identities, voices, and campaigns from the ground up.

Extensive experience leading OPDP/PDUFA submissions.

Established/created US and Global messaging for brands.

Managed and supervised creatives on various brands and projects. While subjective, the most important aspect of helping elevate creatives' work is to explain *why* it is or isn't working, then offering useful direction that allows them to explore their own ideas in a more strategically focused way.

Mentored and helped newer creatives not just with work, but how to navigate things like work/life balance, coping with idea-rejection and getting back on the creative horse, and finding the confidence to be a stronger presenter.

The consistent go-to for condensing complicated concepts, messaging, and RTBs into comprehensive, understandable, and relatable copy for consumers.

Singlehandedly pushed and pressed to shift the copy guidelines of one of the biggest clients from "he/she" to the inclusive "they" as a singular pronoun.

Co-taught an introduction to advertising course in 2020.

Freelance Copywriter, Various Agencies and Brands

February 2012 – Present

Concepting and script writing. Print ads, banners, music video treatments, product descriptions, team leading, production development.

Previous Clients: Abstrakt Pictures
 Pure Dental
 Canon USA