

BRIAN NOWAKOWSKI

COPYWRITER

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AWARDS

Bronze Clio (2x)

Best Integrated Campaign: "Toilet Talk" & Viberzi "A Gut You Can Live With"

IMPACT Award Finalist

Viberzi "A Gut You Can Live With"

OMMA Award Winner

Website Excellence: TakeDownCholesterol.com

Mercury Radio Awards Finalist

Breathsavers "Smelliest Words"

CORE COMPETENCIES

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

CLIENTS

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

CATEGORIES

Health/Wellness

Rare disease (Rett syndrome, HAE, TGCT, SMA), asthma, eczema, arthritis, MDD, Alzheimer's, nasal polyps

Automotive • CPG • Beauty

EDUCATION

Bachelor of Arts
Manhattan College

Creative business solutions. My expertise is in making the complex not complex—and it starts with strategy. I lead brand teams, launches, and pitches. Whether it's pharma, automotive, or CPG, understanding the product, the consumer need, and the future landscape is how I help clients succeed.

PROFESSIONAL EXPERIENCE

VP, Associate Creative Director – Copy Propel Health, New York, NY	Aug 2024 – Aug 2025
Associate Creative Director – Copy (Freelance) 21 Grams, New York, NY	Feb 2024 – June 2024
Associate Creative Director – Copy Arnold Worldwide, New York, NY	Sep 2019 – Jan 2024
Junior through Senior Copywriter Arnold Worldwide, New York, NY	June 2013 – Aug 2019

KEY ACHIEVEMENTS & IMPACT

Led July 2025 launch of **"first and only"** brand for client's inaugural product. Accelerated website launch from Day 5 to Day 3; achieved **134 pieces Approved For Distribution** by Day 5.

Directed first-ever Rett syndrome travel documentary series **Magnolia's Guide to Adventuring** (RettRevealed.com), featuring Tony Hawk and garnering Drew Barrymore Show segment.

Arthritis/psoriatic arthritis campaign: **60% brand awareness increase, 65% website visit growth.**

Moderate-to-severe asthma campaign: **75% CTR increase, 55% direct traffic growth, 60% registration increase.**

Produced Wendy Williams segment for IBS-D national awareness campaign.

Spearheaded organizational process evolution integrating strategy and creative collaboration pre-brief, strengthening brand identities and campaign development.

Established US and Global messaging frameworks for multiple pharmaceutical brands.

LEADERSHIP PHILOSOPHY

Guide creative teams through strategic direction, transforming good ideas into great client solutions through constructive feedback and clear rationale.

Mentor creatives on navigating rejection, refining presentation skills, and elevating from explaining concepts to selling vision.

Successfully advocated for inclusive language adoption ("they" as singular pronoun) at major pharmaceutical company.

Co-taught Introduction to Advertising course with Rich Russo, President of Arnold (2020).