

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 2016

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
Viberzi
Volvo Trucks
Sanofi/Regeneron
Osutka
Jergens
Transitions Lenses
Hershey's Brands

CATAGORIES

Health/Wellness
Automotive
CPG
Beauty

EDUCATION

B.A.
Manhattan College
Bronx, New York

EXPERIENCE

I've spent over a decade evolving my craft—and I'm not nor will I ever be finished. Creating and putting ideas into the world that didn't exist prior is a privilege and a responsibility.

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

Concepted and produced an eczema brand campaign which resulted in a 50% brand awareness jump, a 70% increase in website visits, and in that year, the client's organization grew to become a billion dollar company.

Concepted and produced an asthma campaign resulting in an 85% increase in organic traffic, 50% increase in direct traffic to the branded website, and 50% 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.

Managed and supervised creatives on various brands and projects. While subjective, the most important aspect of helping someone's work get better is to explain *why it is or isn't* working, then offering helpful direction that allows them to still make their own path (that's on strategy).

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, finding the confidence to be a stronger presenter.

I was the consistent go-to for condensing complicated medical jargon, messaging, and concepts into comprehensive, understandable, and relatable copy for consumers.

Established/created US and Global messaging for brands.

Singlehandedly pushed and pressed for nearly a year and a half 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 with Rich Russo leading.

Freelance Copywriter, Various Agencies and Brands

New York, NY - February, 2012 to Present

Concepting and script/copywriting. Print ads, banners, music video treatments, product descriptions, and various marketing communications.

Previous Clients: Pure Dental of Long Island
Abstrakt Pictures
Canon USA