

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

Associate Creative Director – Copy (Freelance) Klick, Remote	Oct 2025 – Dec 2025
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 on DAY 1**.
- Led first-ever Rett syndrome travel documentary series **Magnolia's Guide to Adventuring** (RettRevealed.com), featuring Tony Hawk and garnering a **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**.
- Created and 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).