



NICK BROTHERS

COPYWRITER • ADVERTISING • SOCIAL MEDIA

Harnessing the power of the idea to drive impact.

GET IN TOUCH

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ABOUT ME

You only have a reader's attention for three seconds — I make them count. I devise campaign concepts and turn them into long and short-form content packages that make an impact. My mission is to successfully tailor my approach for each client, and use my unique style to achieve results.

Learn more:

[Linkedin.com/in/nick-brothers](https://www.linkedin.com/in/nick-brothers)

SPECIALTIES

- Campaign conceptualizing
- Editorial, video and digital
- Creative collaboration
- Social media strategy

EDUCATION

B.A. | English / Journalism
University of Arkansas | 2014

EXPERIENCE

Senior Copywriter | Razorfish (Publicis Groupe)

Aug 2022 – Present | Austin, TX | Jeep, Ram, Dodge, Kraft Heinz + more

- Create compelling, stylish copy for integrated digital, OOH, social, and email campaigns
- Develop and pitch big idea campaigns, tactics and executions
- Cross-functional creative studio collaboration from concept development to presentation to delivery of final product
- Utilize innovative AI technologies to improve workflows, enhance research and create effective visual communication

Copywriter | UT Center for Health Communication

Dec 2019 – Present | Austin, TX | University public health agency

- Advocated opioid overdose prevention via statewide video, print, email, direct mail & digital campaigns
- Achieved 3M+ video ad impressions & 82% completion rate
- Translated health-related facts, benefits, policies & research insights for key demographics

Content Strategist - Special Projects Lead | SelfMade

June 2018 – Sept 2019 | Austin, TX | eCommerce startup

- Maintained a 33% Open Rate and 7% CTR across email
- Achieved above a 3% CTR average across social media advertising campaigns
- Composed high-quality multi-channel copy for 100+ ecommerce customers

Public Involvement Coordinator | CD&P

Mar 2018 – June 2018 | Austin, TX | Public relations & events

- Facilitated public outreach & strategic messaging for transportation & community development
- Conducted mail out campaigns to over 600+ taxpayers

Managing Editor | Hill Country News

May 2017 – Mar 2018 | Cedar Park, TX | Print & digital media

- Contributed 4 to 6 news, editorial & feature articles per week and directed print design
- Modernized digital presence of newspaper through redesign & optimization of SEO formatting, increasing web readership by 21%

Managing Editor | The Free Weekly

May 2014 – May 2017 | Fayetteville, AR | Print & digital media

- Contributed 4 to 6 editorial, news & feature articles per week, oversaw weekly print production and design