

NICOLE E. POSSIN

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Creative Director with extensive experience in developing content and campaigns for branding, direct-response marketing, promotions, e-commerce, and public relations across media and platforms. Significant expertise in building teams, overseeing projects, and directing staff from concept to execution. Originally a copywriter, core skills include synthesizing audience insights into key messages and content strategies, leading concept ideation and pitches, and overseeing copywriting, UX, visual design, and video production.

PROFESSIONAL EXPERIENCE

Environmental Defense Fund, New York, NY

2011—Feb 2019

Associate Vice President, Creative Director (2015—2019)

Senior Director, Creative (2011 – 2014)

Responsible for translating the organization's innovative work into effective and engaging content for key audiences, supporting advocacy goals for programs in health, ecosystems, oceans, and climate. Oversaw narrative strategy and design development across channels—including website, blogs, social media, advertising, print publications and other collateral—for all of EDF and its sub-brands. Initiatives included brand awareness campaign, membership acquisition and retention, major donor fundraising efforts, stakeholder education, and political action campaigns. Developed and maintained the brand voice and visual style across the organization. Managed creative staff and department budget. Wrote copy as needed.

- Transformed 7-person print collateral team into a 17-staffer, full-service, multi-cultural creative department that can support all communications needs for all departments across all platforms
- Launched thought leadership blog. Oversaw digital writers and editors creating content for multiple websites and media outlets. Content helped increase brand awareness among target audiences from 25% to 47%
- Mapped campaign narratives to audience perspective, need, and journey. Developed a wildlife content strategy that resulted directly in a Wall Street Journal editorial and a 250K donation plus other funding
- Partnered with digital analytics team; increased clickthrough of brand banners by 50% over life of campaign
- Developed brand identity and content for multiple sub-groups, including EDF Action and EDF+Business
- Scripted and directed 12 short- and medium-length videos; oversaw more than 40 video productions total. Video for Moms Clean Air Force featuring Julianne Moore earned 175,000 views, exceeded sign-up goals
- Provided visual and narrative direction for interactive experiences, both online and at events. Booth presence and Virtual Reality experience at World Gas Conference led to breakout coverage of methane leak issue
- Directed radio PSA's featuring Don Cheadle and Ellie Kemper that raised awareness in 100+ Entercom markets
- Led re-design of quarterly member mailing *Solutions*, increasing member and Planned Giving donations by 50% annually. Design refreshes for annual report supported a year-after-year increase of high-donor funding

Digitas and Digitas Health, New York, NY

2007 – 2011

Associate Creative Director

Led copywriting, design, and UX teams in developing integrated campaigns and brand content for retainer clients at these integrated agencies. Led pitch teams for business expansion and new accounts. Developed videos from script through post-production. Oversaw copywriting group, nurtured writing skills, and assigned resources.

- Pitched ideas, led teams and created cross-platform content and advertising for multiple campaigns for Pfizer, Behringer Ingraheim, and Genentech. Projects included websites, e-details, and online ad campaigns targeting both patients and healthcare professionals about cancer and other medical issues, with highlights including video content about women's health, overactive bladder, and COPD (Digitas Health)
- Pitched ideas and led content strategy, copy, and design for multiple American Express projects. Projects included setting editorial strategy for a website that provided resources for small business owners, campaigns for niche card services including Plum, multiple online ads, and interactive features and rich media campaigns for Gold and Platinum luxury card products and the Membership Rewards program (Digitas)

R/GA, New York, NY

2003 - 2007

Copy Director (2004-2007)

Senior Copywriter (2003-2004)

Held creative leadership roles on agency's main two retainer accounts. On Verizon, oversaw junior copywriters and designers in creating all websites, newsletters, and online advertising for high-speed internet services. On NIKE, served as the de facto Creative Lead for the 9-person team dedicated to the comprehensive digital presence of the NIKE Running Brand. Also worked on banner campaigns for Target and content strategy for Avaya.

- Developed multiple ad campaigns and site features for Verizon online offerings, including concept, copy, and videos for the Beatboxmixer.com site awarded at Cannes. Pitched ideas and led concept development for acquisition ad campaigns, premium content, and sponsored event sites. "It's time to move on" banner campaign yielded 30% more subscriptions than previous ad units
- Executed copywriting and led concepting and user experience for all NIKE Running digital projects, including the flagship NIKERunning.com website: developed features that increased site stickiness by 200%. Other projects included product launch websites, event collateral for multiple race events, the online training tracker, monthly newsletter, and initial Apple collaboration including the original music+running concepts

EARLIER EXPERIENCE

Freelance, various advertising production companies, New York, NY and Los Angeles, CA

Creative consulting and writing for TV ads. Brands included Mastercard, Budweiser, US Army, American Airlines

Experience Lead / Content Strategist, **Razorfish**, New York, NY

Created and executed content plans; oversaw information design. Brands included Quest Diagnostics, Ford, Parsons Brinckerhoff

EDUCATION

B.A., **Yale University**, New Haven, CT

Major: Cultural Anthropology. Additional concentrations in Environmental Studies, Film. 3.5 GPA, with 'A' on Thesis: "Gender, Sex Workers, and Empowerment in Thailand"

PERSONAL

- 14-year participant of Burning Man. Official role as NYC Regional Contact; lead art events and projects
- New York Road Runners member; completed 50+ races including 6 marathons and 26 half-marathons
- Completed multiple courses at Gotham Writers' Workshops, including film and television scriptwriting
- Travel to 16 nations, including Yale Alumni Service Corps volunteer trip to Brazil and cultural exchange to Cuba
- Member of Yale Club of NYC and National Arts Club
- Trained pianist and singer performing regularly with nationally acclaimed musicians