

Nick Braccia

Creative Director/Strategist/Writer

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Grand Clio and Cannes Lion-Winning Creative Director. Emmy-Nominated Co-Writer. Simon & Schuster Author. IP Creator. Extensive Experience in Entertainment, Games, Sports and Consumer Brands.

EXPERIENCE

Strider

New York, NY

*Co-founder/VP, Content + Partnerships
(December 2021–Present)*

Partners: Sky Mavis, TreasureDAO, Smolverse

- Co-conceptualized a company for collaborative IP ownership that has procured 8m+ in funding.
- Partnered with top Web3 brands and communities to develop lore and consult on marketing practices
- Lead content creation and development for in-progress alpha tests and experiments, leveraging TikTok, Midjourney and Discord.

The Mill

New York, NY

*Creative Director, Brand Partnerships
(December 2020–December 2021)*

Clients: Google, IBM, Logitech, Neiman Marcus, Zwift, Tempus, Garena Free Fire, The Hartford

- Co-lead the Brand Partnerships BD team and acted first creative contact for potential clients
- Lead all strategy + pitch creative for 360 executions, but with a video-centric focus.
- Achieved 70% pitch conversion rate during 2021

Elysium Health

New York, NY

VP, Brand

(May 2019–November 2020)

- Conceptualized + co-developed GTMs for two new product launches (Index, Matter)
- Lead full-funnel creative across brand and growth marketing teams.
- Contributed to product design on Index, a biological age test.
- Managed agency partnerships (Sundae Interactive) and editorial ones (Ageist, Puzzlesnacks)

Campfire

New York, NY

*Creative Director/Creative Strategist/Lead Writer
(December 2012–July 2019)*

Clients: Netflix, Amazon, HBO, Cinemax, Disney, Chair Games, Ubisoft, Reebok, Save the Children

- Pitch, win and create Cannes and Clio-winning programs and experiences for major entertainment clients.
- Develop brand positioning + launch strategies for entertainment IP (*Westworld, Outcast, The Leftovers*)
 - Manage specialized creative SWAT teams to execute everything from bespoke AI builds to social feed content.

G2

Los Angeles, CA, San Francisco, CA, New York, NY

Group Creative Director

(January 2009–December 2012)

Clients: Electronic Arts, Hertz, Pepperidge Farm, NFL, Southwest Airlines

- Pitch and develop multi-channel entertainment and brand experiences according to marketing objectives.
- Conceptualize, write and direct digital launch programs to support EA's online initiatives for multiple titles.
- Manage RM/email creative and copy across all EA business units (Visceral, EA Partners, Sports, PopCap, Dice.)
- Collaborate with dev teams to create web games and apps to support PF Goldfish.
- Work with integration, project management and web development to deliver on aggressive schedules.

Deep Focus

New York, NY, Marina del Rey, CA

Creative Director, Lead Transmedia Writer

(June 2007–December 2008)

Clients: Electronic Arts, Random House, CBS, Fox, Sony Pictures, Magnolia Pictures, Disney Picture Studios

- Conceptualize, pitch and direct immersive, interactive and community campaigns, promotions and site builds.
- Partner with existing, independent IP communities (*Eragon, Jericho*) to generate and test transmedia content.
- Work in-tandem, as an integrated agency, with our PR and Media teams.
- Foster relationships with key specialty partners (3D artists, AS3 specialists, game logicians, puzzle developers.)

G2 (formerly Grey Interactive)

New York, NY

*Associate Creative Director**(March 2006–June 2007)*

Clients: Campbell's; Chunky, Pace, Prego, Masterfoods Inc.; M&M'S Chocolate Candies, Skittles, Starburst

- Conceptualize high-level, results-oriented marketing programs to support creative tactics and executions.
- Work with account and production teams to maximize profitability and execute against innovative strategies.
- Develop and sustain client relationships with respect to creative work and brand identity.

Grey Interactive

New York, NY

*Creative Supervisor/Senior Writer/Writer**(July 2000–March 2006)*

Clients: Mars Masterfoods Inc.; M&M'S, Skittles, Starburst, M-Azing, Bright Ideas, CoverGirl, Pantene

- Conceptualize interactive + CRM content in the CPG category; develop presentation decks to convey ideas.
- Work with partner IAs, art directors, flash developers and technologists to execute creative concepts.
- Manage pitch creative development and presentation under the tutelage of the Executive Creative Director.

SPECIALIZED EXPERIENCE**TinyCo**

San Francisco, CA

*Creative and Strategic Marketing Consultant**(2013–2018)*

- Create high-level F2P positioning, marketing and sequencing strategies for games based on Hollywood IP.
- Provide consultation on copy and game names.
- Help develop game concepts and mechanics for licensed IP.

ARG Studios

Macungie, PA (remote)

*Writer, Transmedia Producer, Media Consultant**(August 2006–2009)*

Clients: Magnolia Pictures, Dave Szulborski

- Develop content for "Unnatural Selection" an immersive campaign for *The Host*, a 2007 theatrical release.
- Manage media buys and placement through third party media vendors to promote the campaign.
- Produce creative work for the 2006 alternate reality game, *Catching the Wish*.

EDUCATION**College of the Holy Cross (1994–1998)**

Worcester, MA

Bachelor of the Arts

Major: English, Dean's List recipient

University of Sussex (1996–1997)

Brighton, United Kingdom

Publications, Appearances + Skills

- Author, *Off the Back of a Truck: Contraband for the Sopranos Fan* (Simon & Schuster)
- Editor, *Video Palace: In Search of the Eyeless Man* (Simon & Schuster)
- Co-Creator, *Video Palace*, a fiction podcast and original IP for AMC's *Shudder*
- Co-Host, 168 episodes of the *MMA Geeks Podcast*
- Host, 45 episodes of *Transmedia Talk* podcast on *WorkbookProject.com*, Participant in *Storycode Hack-a-thon*
- Appearances + Panels include: *SopranosCon*, *DIY Days NYC*, *DIY Days LA* and *StoryWorld*
- Annual lectures at *The New School* and *Columbia University Digital Storytelling Lab*
- Former bartender at *Siberia*, a *Hell's Kitchen* dive with a questionable reputation
- 2002 NYC Marathon, MMA enthusiast, Former NCAA D1 Swimmer