NICK ADAMS

Associate Creative Director | Copywriter | Brand Storyteller

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SUMMARY

Award-winning Associate Creative Director and Copywriter known for turning offbeat ideas into business results with 8+ years of experience crafting integrated campaigns across broadcast, digital and social for national brands. Versed in creative leadership, cross-functional collaboration, and mentoring junior creatives. Passionate about building campaigns that are culturally relevant and strategically grounded.

CORE SKILLS

Creative Strategy • Campaign Development • Scriptwriting (TV, Digital, Social) • Brand Voice • Concepting • Team Leadership • Pitching & Deck Writing • Experiential Marketing • Comedy Writing • Mentorship

PROFESSIONAL EXPERIENCE

Associate Creative Director – Copy
Razorfish, Atlanta, GA | Sept 2025 -
- Oversee creative executions for USAA Life Insurance as well as other projects for the brand.
- Led multi-platform campaigns with a team of creatives executing radio, TV, social activations and more.

Associate Creative Director – Copy
Dagger, Atlanta, GA | Jan 2025 – May 2025
- Led multi-platform campaigns for Take 5 Oil Change, Autotrader and Mellow Mushroom.
- Owned creative strategy, concept development and production across TV, digital and OOH.
- Co-wrote a comedy pilot for a high-profile influencer.

Senior Copywriter
GSD&M, Austin, TX | Dec 2021 – Dec 2024
- Created award-winning campaigns for Pizza Hut, Capital One, Goodyear, Dodge, Food Lion and Ross.
- Sold and executed 360° campaigns across TikTok, YouTube, broadcast and experiential.
- Partnered with strategy, design and production to ensure seamless creative execution.

Junior Copywriter
GSD&M, Austin, TX | Sep 2020 – Dec 2021
- Supported brand teams for Pizza Hut, Capital One, Goodyear and Pier 1 Imports.
- Developed copy for digital, social and retail campaigns.
- Helped refine brand voice and contributed to new business pitches.

Mailroom Supervisor
GSD&M, Austin, TX | Aug 2018 – Sep 2020
- Managed operations and logistics for a 400+ person agency, ensuring day-to-day efficiency.
- Built key relationships across departments that led to mentorship and a creative role transition.

Runner
GSD&M, Austin, TX | Sep 2017 – Aug 2018
- Supported agency operations while learning the advertising business from the ground up.
- Took initiative to contribute ideas and build creative exposure.

EDUCATION

Second City Training Center, Chicago, IL | Improv & Sketch Writing | 2013 – 2015
University of North Texas, Denton, TX | BA in Journalism – Advertising | 2011 – 2013