

# JOEL NASH

WRITER /  
CREATIVE DIRECTOR  
joelnash.com

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Creative director and writer with deep experience building and transforming brands with strategic, engaging concepts across all media. Adept at generating big ideas as well as leading and bonding teams. Extremely proficient at pitching, winning and keeping accounts.

Creative & Strategic Director/ Writer – Joel Nash  
June 2017 – Today

Creating communications and marketing solutions for companies of diverse sizes and definitions. Structuring social media plans customized to achieve precise business goals and tailored to work within each client's available resources. Targeting messaging and UX based on consumer data and measurable trends.

## RECENT CLIENTS

Primerica

February 2020 – July 2020

Restructuring digital communications to customers and internal audiences,  
Creating messaging that motivates sales teams and activates consumers.

MERGE Atlanta

February 2019 - February 2020

Providing creative direction, strategy and writing for healthcare and technology companies. Translate complex medical and technological offerings into compelling propositions to B to C, B to B and consumer prospects.

American Cancer Society

August 2018 – January 2019

Lead writer creating online and offline messaging to promote new brand internally and externally.

#### Creative Director / Writer – Epsilon

2008 – 17

Led multi-location creative teams. Creator and writer of advertising for largest U.S. auto retailer, AutoNation. Writer and Creative Director of national advertising for Land Rover, Lexus, Toyota, Volvo, and other global brands. Tiers 1, 2, and 3.

- Writer/creator of campaigns raising millions for American Cancer Society
- Developed innovative Customer Relationship Marketing programs.
- Wrote proposals and RFP responses resulting in \$50 million in billings.
- Helped agency rank #1 in U.S. and #8 globally for Integrated Marketing/CRM by *Ad Age* and *Forrester*.

#### Creative and Strategic Director – Carroll-White Advertising

2005 - 08

Managed multiple creative teams and supervised all digital and offline communications. Wrote and supervised copy and content for major retail, real estate and other consumer-facing accounts.

Clients: Cort Furniture Clearance Center, Jim Ellis Porsche, Atlanta Business Chronicle, Stiefel Laboratories, GeoSyntec, Chatham/Legacy Realty.

#### Creative Director/Copywriter - Joel Nash Advertising

2000 - 05

As writer, creative director, and consultant, launched several successful brands, won more than \$100 million in new billings and helped agencies retain clients in multiple reviews. Created powerful campaigns for the following clients and others:

#### Financial

Merrill Lynch, Guardian, Bank of America, Deutsche Bank, Multex.com, ACE/Chubb

#### Tech and Telecom

Samsung, BellSouth, ITT Industries, Unisys, Lycos

#### Pharmaceutical

Pfizer, Lipitor, Zyrtec, Prevacid, Enfamil

#### Entertainment

Madison Square Garden

Pre-2000

Senior Copywriter/ACD – Scaros & Casselman

Developed strategies and national campaigns that repositioned a major hotel chain and launched a new brand for the second-largest U.S. brewery.

Clients: Crowne Plaza Hotels & Resorts, Miller Beer, Caldor Stores, Cutty Sark

Senior Copywriter – Y&R

Created campaigns that helped win and keep more than \$300 million in billings.

Assisted in recruiting and mentoring young writers and art directors.

Clients: Molson, KFC, Jell-O, Digital PC, STP, AT&T, U.S. Postal Service.

Copywriter – DDB

Wrote and contributed to award-winning campaigns under the direction of legendary Bill Bernbach disciples and creative directors.

Clients: Volkswagen, Cigna, New York Lottery, Olympus Cameras, Seagram, and GTE.

### Education

Georgia State University

Bachelor of Arts, Journalism

Russian Language and Cultural Studies

Portfolio Center

School for Art, Design and Photography

Graduate of Advertising program

Dad's Garage

Graduate of Year-long Improvisation Course

### Teaching

Creative Circus - Atlanta

Advanced Copywriting & Introduction to Team Concept Development

### Book Author

The Route 66 Hip Pocket Trip

### Journalist/Broadcaster

WGST AM News Radio - Atlanta

Writer/Producer/ Reporter

WRAS FM-Atlanta

Program Director/General Manager