

dave nieker

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www.popcopy.com

SUMMARY

Award-winning copywriter and creative director with two decades experience in broadcast, print and web advertising for national and international agencies and clients. Recent work includes rebranding for the Hilton HHonors customer loyalty program; writing and directing radio spots for First Security Bank; concepts and script for animated PSA at dontfeedwilddolphins.org; and web work for Innovation2Industry, a leading environmental packaging consultant. Leads by example with inexhaustible curiosity, abundant creativity and uncanny ability to zero in on telling details. Known as a superb creative partner and conceptual leader.

EXPERIENCE

Hilton Hotels Corporation, Beverly Hills, CA

2007-2009

Copywriting Manager

Led three copywriters, overseeing creative development for Hilton HHonors membership acquisition and retention initiatives. Provided creative support for nine Hilton Family of Hotels international brands and all HHonors marketing partners. Established, enforced and maintained new HHonors written brand and style guidelines for all partners and external agencies.

- Revamped HHonors.com information plan, simplifying navigation and reducing overall page count by more than 50%.
- Revamped HHonors.com e-newsletter offer presentations, more than doubling click-through rate to over 6%.
- Created and implemented revised written guidelines for Hilton HHonors branded voice, making it more active, more direct and easier to implement.
- Drastically reduced copy presentation for HHonors promotional offers, doubling production bandwidth during a critical period of corporate transition.
- Increased copywriting staff productivity by 50%

Tinsley Advertising, Miami, FL

2005-2006

Copywriter

Developed original print, web, and broadcast creative for agency clients including The Florida Keys Tourism Council, Biltmore Coral Gables, Golden Ocala Homes, and others. Worked closely with Interactive Media Director to develop online campaigns.

- Pitched new business, presenting original concepts to win Nailite account.
- Created original concept and script featured in video public service announcement for DontFeedWildDolphins.org, resulting in agency's selection to produce the spot.

Cole & Weber/Red Cell, Seattle, WA

2004

Copywriter/Creative Fellow

Awarded graduate internship at this premier Seattle creative advertising agency, honing cutting-edge approaches under leading creative directors, Jim Elliot and Guy Seese.

- Helped revitalize Rainier Beer, reversing 17 years of declining sales for the brand.
- Contributed to RainierVision Web/Cable TV campaign, winner of a Gold Clio in 2004.

WizKids, LLC, Bellevue, WA

2003

Advertising and PR Manager

Directed consumer and trade advertising and public relations for the world's fastest-growing tabletop games. Oversaw advertising creative and media strategy and managed external consumer public relations agency.

- Wrote and creative directed the best-selling direct response ad in WizKids history, fulfilling more than 20,000 special-edition "Leaping Hulk" figurine orders.

- Wrote and oversaw production of Creepy Freaks Press Kit, resulting in coverage on CNN Headline news.
- Maintained superb relationships with major gaming magazines guaranteeing favorable ad placement and helping ensure positive editorial coverage.
- Wrote WizKids corporate press kit and entry materials successfully garnering Northwest Entrepreneur of the Year Award, 2003, for WizKids founder Jordan Weismann, an award he had unsuccessfully applied for the prior two years.

drugstore.com, Bellevue, WA

2000-2001

Editorial Director of Customer Communication

Led three copywriters producing all customer-facing marketing, promotional, and informational communication for this company on the cutting edge of the dot.com boom.

- Maintained a consistent written brand and voice under seven different supervisors and four directors of marketing during a period when the company went from approximately 250 employees to 75.

Parallel Communications, Redmond, WA

1996-1997

Senior Copywriter

Wrote and concepted advertising and web copy for clients of this marketing communications agency specializing in high-tech products.

- Helped win ImageX account with innovative testimonial ad campaign.

Egghead Software Issaquah, WA, 1992-1993

Copywriter

Wrote customer-facing product and offer copy, direct mail and P.O.S for the nation's largest retail software chain. Supported four art directors and one illustrator as part of a creative department of seventeen people.

FREELANCE

www.popcopy.com, USA

April 1999 to present

Write, edit and produce print, broadcast, web and direct mail advertising for a wide variety of industries and audiences, on behalf of agency and corporate clients that have included:

Deadline Advertising, Los Angeles
The Ayzenberg Group, Pasadena
Catalyst Marketing, Seattle
Engine Interactive, Seattle
Hacker Group/FCB Direct, Seattle
DDB Direct, Seattle
HUB Strategy, San Francisco
J. Walter Thompson, Seattle
Levy & Wurz, Seattle
Publicis Interactive, Seattle
Saltmine, Seattle
Spiker Communications, Missoula, MT
Swire Marketing, Glendora, CA
Young & Rubicam/VML, Seattle

DIRECTV, El Segundo, CA
Don'tFeedWildDolphins.org, Miami, FL
First Security Bank of Missoula
 Montana
Future Network USA, San Francisco
Jimmy Kimmel Live, Los Angeles
KING-TV, Seattle WA
Microsoft Corporation, Bellevue, WA
Starbucks Coffee, Seattle, WA
The Pearson Foundation, San Francisco
Tamwood International, Vancouver, BC
T-Mobile, Seattle, WA
Western Wireless, Bellevue, WA

EDUCATION

School of Visual Concepts, Seattle
 Creative Direction 101
 Intermediate Photoshop;
 Copy Concepts; Team Concepting

University of Illinois, Chicago
 B.A. English Literature, High
 Distinction
 Illinois State Scholar;
 Intramural Football Champion

Wexley School for Girls, Seattle
 Advanced Portfolio

Toni Luow's Management Corp.
 How to Sell Creative