

DON NELSON

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La Grange Park, IL

donnelsonportfolio.com

CREATIVE DIRECTOR / COPYWRITER / STORYTELLER

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Came to advertising by way of journalism • Seasoned presenter, strategic thinker and award-winning creative director with experience across both legacy and digital media • Extensive background in interviewing and crafting customer testimonial stories for print and video • Creator of award-winning work as cited by The One Show, Communication Arts Advertising Annual, New York Art Directors and Clio

WORK EXPERIENCE

Tom, Dick & Harry Creative, Chicago, IL
Vice President, Creative Director

Nov 2015 - present

Integrated agency serving B-to-B and B-to-C clients

- Manage writer/art director/designer teams on agency's three largest accounts
- Responsible for articulating and maintaining brand voice for each client
- Lead all creative work on three client brands for CDK Global, a \$2 billion tech firm serving automotive category
- Personally write all materials, including long-form videos, web content, and annual report articles, for the Mission Investment Fund
- Have helped maintain the quality and quantity of work done by our department even while all have worked remotely through the pandemic

Freelance Creative Director/Copywriter

March 2015 - Nov 2015

- Created advertising and marketing materials for a logistics start-up
- Wrote long-form pieces and conducted executive interviews for The History Factory, a D.C.-based heritage management firm, on major MasterCard and Huntington National Bank projects

HY Connect, Chicago, IL
Vice President, Creative Director

April 2011 – March 2015

Integrated agency specializing in health care and consumer goods

- Led multimedia campaign development for the state's largest health system
- Directed introductory campaign for EGO, a line of battery-powered lawn care implements, which helped the brand win distribution through Home Depot

Freelance Creative Director/Copywriter

2009 - 2011

- Enlisted by Chicago ad agencies to create work for new business efforts and campaign development for continuing clients
- Projects included becoming the social media voice for Fathead, a popular line of sports souvenirs

EDUCATION

University of Illinois, Urbana, IL
B.S. Advertising

ALSO RELEVANT

Had stories published under my own byline as a freelance writer for the *Chicago Tribune* • Honed mentorship skills by teaching and creating curriculum for Advertising Creative & Media Strategy course at the University of Chicago Graham School • Completed 12-month program in improvisational acting at The Players Workshop of The Second City • Have earned certificates in Digital Marketing, Python Programming and Data Structures, and UI/UX Design