

# NICK SMATT

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## **EXPERIENCE**

### **BBDO**

Planner / Senior Planner | January 2015-Present

My current role consists of crafting and presenting briefs, evaluating creative work, positioning projects, yearly planning and anything I can help with in between. I help FedEx establish their role in e-commerce, American Family Insurance find a niche in a commoditized category and International Rescue Committee be noticed for all the work they do to help people in need.

### **PSFK**

Contributing Writer | May 2017-Present

### **MIAMI AD SCHOOL INSTRUCTOR**

Understanding the Issue | July 2017

### **FAIR FOLKS AND A GOAT**

Barista | Aug 2016-July 2017

### **THE CONCEPT FARM**

Freelance Planner | April 2014

Through secondary research on the culture of the modern day workplace, my role was to develop and present a strategy and brief for a new business pitch for RR Donnelley.

### **OGILVY & MATHER**

AE | April 2013-Oct 2013

Here I managed strategy and creative across IBM's Social, Mobile, Analytics and Cloud product groups to show small businesses that IBM wasn't only for large ones.

### **SAATCHI & SAATCHI WELLNESS**

AC, AAE, AE | Sept 2010-April 2013

I managed strategy, creative and production on Humira. The highlights were developing an unbranded patient advocate program and creating a retention communications plan.

## **CONTACT**

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## **EDUCATION**

### **COLUMBIA UNIVERSITY**

MFA, Creative Writing | Sept 2016-Present

### **MIAMI AD SCHOOL**

Planning Boot Camp | Oct 2013-Dec 2013

### **UMASS AMHERST**

Marketing | Sept 2006-May 2010