

NICK SMATT

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