
NICK SMATT

NICK-SMATT.COM

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AGENCY EXPERIENCE

BBDO

Behavioral Planner to Senior Behavioral Planner | January 2015 - March 2018

- Responsible for crafting and presenting creative briefs, evaluating creative work, re-positioning exercises, and annual planning
- Helped FedEx establish their role in the world of e-commerce, helped American Family Insurance find their niche in a commoditized category, and helped International Rescue Committee

OGILVY AND MATHER

Account Executive | April 2013 - October 2013

- Managed strategy, creative and production across IBM's social, mobile, analytics and cloud product offerings with the ultimate goal of changing the perception that IBM was only for big business

SAATCHI & SAATCHI WELLNESS

AC to AAE to AE | September 2010 - April 2013

- Managed strategy, creative and production on Humira
 - Highlights were developing an unbranded patient advocate program and creating a retention communications plan for existing patients
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OTHER WORK EXPERIENCE

- Contributing Writer, PSFK Magazine (May 2017-Oct 2017)
 - Instructor, Miami Ad School Account Planning Boot Camp (July 2017)
 - Barista, Fair Folks And A Goat (August 2016-July 2017)
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EDUCATION

MFA IN CREATIVE WRITING

Columbia University

New York, NY | Current Student

ACCOUNT PLANNING BOOT CAMP

Miami Ad School San Francisco

San Francisco, CA | December 2013

BACHELOR OF ARTS Marketing

University of Massachusetts Amherst

Amherst, MA | May 2010