

NIK AMAR

Bespoke Copywriting & Strategy



4338 8th Ave NE Apt 17
Seattle, WA 98105

(c) 425-772-9614

nik.g.amar@gmail.com

www.linkedin.com/in/nikamar



3 years of copywriting



COMPETENCIES

Concepting
Print & Digital Ads
Branding & Voice
App & Web UX
Multi-channel Campaigns
Content Strategy
Scripts



CLIENTS

Verizon Wireless
Western Union
PG&E
Wizards of the Coast
RealNetworks Inc.



TOOLS

Office 365
Smartsheet
Mavenlink
Trello
Photoshop

www.nikgamar.com

EXPERIENCE

TDW+Co (formerly T.D. Wang Advertising Group, LLC), Seattle, WA

Concept Copywriter, March 2015 – April 2016

- Contribute to agency process by introducing updated creative brief format
- Develop creative concepts and campaigns for clients using storytelling, emerging technology and channels based on creative briefs
- Write copy for mediums such as TV, radio, print, display ads, social media channels, and event collateral
- Present concepts to clients in pitch meetings as part of interdepartmental teams
- Schedule content calendar and write for agency's external channels such as the blog

RealNetworks Inc., Seattle, WA

Brand Copywriter, August 2014 – March 2016

- Form consumer personas through interviews, focus groups, and user testing
- Create new brand voice and use it in all channels, such as websites, app UX, emails, blogs, ads, and TV spots
- Generate copy as part of a marketing team and working with localizers for global deployment
- Conduct messaging and UX A/B testing to improve performance with target consumers

Add3 LLC, Seattle, WA

Content Copywriter, – August 2013 - Present

- Write long-form SEO content to improve organic search results for clients in dozens of industries
- Audit and edit backend meta data of clients' sites, including title tags, meta descriptions, headers, body copy, and image alt tags
- Create lead gen and lead nurture materials for the agency, such as white papers and eBooks

EDUCATION

University of Washington, Seattle, WA

Bachelors of Communication, 2013

School of Visual Concepts, Seattle, WA

Copywriting Coursework – Emails, Social Media, Advertising

CERTIFICATIONS

Sales Certificate, Foster School of Business

EXTRAS

American Advertising Federation Seattle, Seattle, WA

Director of Education, 2014 – 2016

- Broker partnerships between agencies and university advertising clubs
- Create event programming for school clubs
- Increase student participation in the American Advertising Awards