

NICK MARINI

Associate Creative Director

marinicreative.com

PROFESSIONAL SUMMARY

Innovative ACD with a track record of launching global flagship campaigns and leading multi-channel verbal strategy. Trusted to translate complex engineering into premium consumer narratives across campaigns, digital, social and strategic PR.

EXPERIENCE

Associate Creative Director | GoPro

Mar 2021 - Present

- Spearheaded end-to-end copy strategy for global launch of MISSION 1 Series, flexing brand identity to capture premium audiences while maintaining core equity.
- Directed verbal strategy and full-funnel assets for 8+ flagship releases, spanning web, email, retail, digital, and podcast ads.
- Wrote product category press releases, partnering with executive leadership, PR teams, and cross-functional experts.
- Executed brand voice strategy and complete site rewrite for GoPro's digital infrastructure overhaul.
- Creative leader for 3 other copywriters, providing strategic feedback to ensure brand alignment and product accuracy before senior stakeholder approval.
- Functioned as sole digital writer, embedding with product engineers and media production teams to maintain messaging alignment across complex development cycles.

Freelance Copywriter

Jan 2020 - Present

- Supported Tier-1 clients such as Edward Jones and UPS with digital, web, video concepts, social, retail, B2B, and emails.

Digital Copywriter | Bose

Dec 2014 - Dec 2019

- Lead copywriter for the official Bose/NFL partnership during 2 NFL seasons and a Super Bowl. Contributions included concept, pitch, pre-production, script writing, casting, scouting, production, editing, and more.
- Primary writer for flagship headphones, speakers, and holiday launches across Bose.com, advertising campaigns, social media, and more.

CONTACT

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Los Angeles, CA

EDUCATION

MFA, Writing for Film & Television

Emerson College

BA, Communications & Cinema

Northeastern University

Creative Concepts

Ad Club of Boston

SKILLS

- Figma
- InVision
- Claude
- Jasper AI
- Office Suite
- Final Draft