

**Nader Mikhail**  
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**Portfolio:** <http://cargocollective.com/nadercopy>

**Professional Summary:** Senior digital creative who thinks beyond the obvious solution and still believes that great ideas can move people to act.

**Experience:**

**Direct Partners**  
**Marina del Rey, CA 12/10-Present**  
**Associate Creative Director/Copywriter**  
PlayStation

Responsible for developing brand tone and copy for the new PlayStation Rewards program. Worked with designers and user experience architects to create mini-site copy, nomenclature and interactive elements. Day-to-day managing and writing of emails for PlayStation games and programs.

**T3**  
**NY, NY 12/2009-9/2010**  
**Associate Creative Director/Copywriter**  
Chase Card Services

Responsible for managing and developing online marketing strategy for Chase business charge cards. Managed art directors and made presentations to client and internal groups. Wrote banners, mini-sites for Chase cards and created the first social media presence on Facebook for Ink from Chase cards. Managed the work and provided direction for junior art director.

**The Kaplan Thaler Group**  
**NY, NY 5/2008-12/2009**  
**Associate Creative Director/Copywriter**  
Aflac  
US Bank  
Trojan  
Boehringer Ingelheim- Girona  
Wendy's

"Create engaging digital work." That's my most important responsibility at KTG. A bit daunting considering it's just my partner and I. But the good news is that we had built confidence with the general teams to let us think beyond "make it match the TV." Successful moments were achieved with the Girona win that involved the creation of the unbranded "disorder" site and the branded drug site as well as the 2010 Webby for the Aflac.com redesign.

**Wunderman**  
**Irvine, CA 8/2004-5/2008**  
**Senior Copywriter**  
Xbox/Xbox LIVE  
Land Rover

Manage freelancers, concept development and writing for Games for Windows, Xbox 360 and Xbox LIVE CRM programs including e-mails, newsletters, mini-sites and viral efforts. Lead team to create online ad units for Conker: Live & Reloaded, Ninety-Nine Nights as well as presented and acted in N.U.T.S viral effort.

**Kaplan Higher Education**  
**NY, NY 7/2002-2/2004**  
**Lead Copywriter**

Responsible for managing the development and writing all copy for Kaplan Higher Education and the Kaplan College online programs. Provided copy for marketing brochures, banners, print advertisements and direct mail. Supervised on-site and off-site freelance copywriters. Lead copywriter for Web site redesign for prospective students-developed, wrote and supervised writing done by freelancers for all site pages and content areas.

**Grey Interactive**  
**NY, NY 2/1999-11/2001**  
**Creative Supervisor**  
Kraft  
M&M/Mars  
Whitehall-Robins

Partnered with designer to concept and develop an award-winning gaming site for Kraft Foods. Wrote online ad units honored as finalists in the 2001 Ad Tech Awards (50% clickthrough rate). Supervised creative team and presented new biz ideas for Clearasil and Kraft. Headed creative direction and concepting for Whitehall-Robins Cyberbrand project.

**Education:**  
**New York University B.A.**

**Awards:**  
*2010 Webby Award Best Insurance Site*  
*2010 Webby Award People's Voice*  
*2009 Summit International Award- Silver*  
*Cannes Cyber Lions Short List*  
*ad:tech People's Choice Award*