

## **STEVEN B. NASI**

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*I am a multi-capable agency veteran: creative director, strategic thinker, digital O.G. and amateur anthropologist. I have an insatiable appetite and curiosity about human truths, and the way to utilize them to create experiences that last.*

### **\*PROFESSIONAL EXPERIENCE\***

#### **CONTRACT @ VSHIFT & PRUDENTIAL New York, NY Senior Content Strategist 07/18 - present**

Content and user experience strategy and development for digital Human Resources initiative.

#### **FREELANCE Senior Writer/Strategist/Creative Director 08/11 - present**

Write, direct, strategize & work with stakeholders to create good work that furthers brands. Agency clients include: USA Today, UX Bureau, MRM-McCann, Havas Worldwide, VML, Atmosphere/BBDO, B-Reel, Translation, @RadicalMedia, VML

*Recent work:*

- Strategy/Planning for retail service app including ethnography, user personas, empathy maps, brand positioning
- Brand positioning and language exploration for UX firm, creative for financial and HR sites

#### **MCCANN ERICKSON New York, NY VP/Creative Director 03/10 - 08/11**

Clients included: Chicco and Kohl's, Acuvue, Weight Watchers, Nikon, Let's Move (Obama anti-obesity campaign)

#### **FREELANCE New York, NY Senior Writer/Creative Director 11/08 - 03/10**

Agency clients included: Crispin Porter + Bogusky, Vitro Robertson, Draft FCB

#### **AGENCY.COM New York, NY Creative Director 07/07 - 10/08**

Clients included: Del Monte Pet Brands, British Airways, Snickers, LG, Skittles

#### **OGILVY New York, NY Partner/Associate Creative Director/Copy 01/02 - 06/07**

Clients included: Sprite, American Express, Time Warner Cable, AT&T Wireless, Jolly Rancher, Kodak, DHL

*Previous Experience Available Upon Request*

### **\*EDUCATION\***

#### **Columbia University (2002 - 2006)**

Graduated Magna Cum Laude, BA in Cultural Anthropology

#### **Hyper Island Digital Master Class (2010)**

**AWARDS/RECOGNITION**

One Show Interactive  
 CLIO Awards  
 Communication Arts Advertising Annual  
 Cannes Advertising Festival  
 PRINT Design Annual  
 MediaPost Creative Leaders Series  
 ad:tech Awards

National and Regional Addys  
 Denver Advertising Federation  
 Art Directors Club of Denver  
 Horizon Interactive Awards  
 Revolution Awards  
 Web Marketing Association  
 International Academy of the Visual Arts

**CLIENTS BY INDUSTRY****Health/Pharma**

Cigna  
 City of Hope Hospitals  
 Cervarix  
 Enfamil  
 Librel  
 Viagra  
 Zicam  
 Colgate

**Candy/Soft Drinks**

Sprite  
 Jolly Rancher  
 Fruitworks  
 Snickers  
 Skittles

**Restaurants/Retail**

Starbucks  
 Keurig  
 Gevalia  
 PF Chang's  
 Burger King

**Pet/Food**

9-Lives Cat Food  
 Meow Mix Cat Food  
 Wholesome Goodness Cat Food  
 Milk-Bone Dog Biscuits  
 Cycle Natural Dog Food  
 Pounce Cat Treats  
 Nature's Recipe Dog and Cat Food  
 Del Monte Vegetables

**Electronics Retail**

BestBuy.com  
 Nikon  
 Kodak  
 LG

**Music/Arts**

Opera Colorado  
 Taylor Guitars

**Mobile/Telecomm**

AT&T Wireless  
 Time Warner Cable  
 Motorola  
 US West DEX

**Tech**

IBM  
 Microsoft  
 H-P  
 Yahoo! Local  
 J.D. Edwards & Co.

**Sports/Fitness**

ASICS footwear  
 Nike Fuel Band  
 Pearl Izumi

**Fashion/Luxury**

Chicco  
 Kohl's  
 Style365.com  
 Sephora  
 Old Navy  
 Liz Claiborne

**Tobacco/Spirits**

Dutch Masters  
 Newcastle Brown Ale  
 Jose Cuervo Tequila  
 Jameson Irish Whiskey  
 Crown Royal  
 Domaine Chandon

**Travel/Hospitality**

British Airways  
 Amtrak  
 Marriott Hotels  
 Royal Caribbean  
 Norwegian Cruise Lines

**Finance/Credit**

American Express  
 BlackRock  
 Discover Card  
 Freddie Mac  
 Prudential  
 Visa Checkout

**Services**

Dupont  
 DHL

**Not-For-Profit**

Let's Move (Obama Anti-obesity Initiative)  
 Red Light Children (Sex Trafficking awareness)  
 Abod (Portable Housing Solution)