

STEVEN B. NASI
175 Prospect Park SW #1C Brooklyn, NY 11218
stevennis@gmail.com
917.982.8498

portfolio: nasinyc.com
linkedin: linkedin.com/in/stevenbnasi
instagram: @shouldve77

I am a multi-capable creative veteran: creative director, content director, strategic thinker, well-worn digital denizen and amateur anthropologist. I have an insatiable curiosity and appetite unearthing the human truths that are hidden in data and research. My natural empathy—and years playing in garage bands—inform my always-on ability to inspire collaboration among teams both internal and external, creative and otherwise.

PROFESSIONAL EXPERIENCE

VSHIFT New York, NY Content Director 07/18 – 10/23
Content and user experience strategy/development for global enterprise clients in finance, insurance and other corporate sectors.
Clients included: Prudential / Human Resources, Mutual of America, Freddie Mac, First American, FTSE Russell, VShift, Prudential Advisors

THE CITY UNIVERSITY OF NEW YORK Brooklyn, NY Adjunct Lecturer 09/18 – 06/21
Waging war against homogeneity in advertising and design, one determined student at a time.
Course: Art Direction and Creativity for Digital.

FREELANCE Senior Writer/Strategist/Creative Director 08/11 – 07/18
Write, direct, strategize & work with stakeholders to create good work that furthers brands.
Agency clients included: USA Today, UX Bureau, MRM-McCann, Havas Worldwide, VML, Atmosphere/BBDO, B-Reel, Translation, @RadicalMedia, VML

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

Prior Experience Available Upon Request

EDUCATION

Columbia University (2002 - 2006)
Magna Cum Laude, BA in Cultural Anthropology
Hyper Island Digital Master Class (2010)

AWARDS & RECOGNITION

One Show Interactive
CLIO Awards
CA Advertising Annual
Cannes Advertising Festival
PRINT Design Annual
MediaPost Creative Leaders
ad:tech Awards
National and Regional Addys
Denver Advertising Federation
Art Directors Club of Denver
Web Mktg Assoc Int'l Academy of the Visual Arts

CLIENTS BY INDUSTRY

Health/Pharma

BJC Healthcare
City of Hope Hospitals
Cigna
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 &
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

Headless architecture
project
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

Schwab Investors
Freddie Mac
Mutual of America
Prudential
American Express
BlackRock
Discover Card
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)