Andrew Nackerud

Andrew Nackerud is an associate creative director and copywriter based in Los Angeles, CA with a background in sketch comedy. For more than five years he led copy and creative at MANSCAPED, from product naming and packaging to writing and directing crossover campaigns with the San Francisco 49ers, Marshawn Lynch, UFC, Pete Davidson and Scott Van Pelt.

Work Experience

APR. 2021 — SEPT. 2026

Associate Creative Director, MANSCAPED

→ Led copy and creative development for 10+ annual product launches spanning hard goods, wet goods and colorway extensions, along with integrated 360 campaigns and always-on brand work.

→ Directed messaging across DTC, Amazon, retail and international markets, including Target, Walmart, Best Buy, Costco, Boots UK and Hairhouse Australia.

→ Managed and mentored three writers, helped hire and evaluate talent, and oversaw editorial QA, creative priorities and brand consistency across simultaneous workstreams.

→ Owned messaging from product positioning and naming through PDPs, retail displays, packaging, manuals, FAQs, blogs and campaign extensions across the customer journey.

→Owned the development and refinement of the Manscaped tone of voice and helped create the brand book as a guideline for internal and external teams.

JAN. 2019 — APR. 2020

Copywriter, Firma

PepsiCo, Badi

Developed new branding for US market, and executed social campaign resulting in 370% bookings increase.

SEPT. 2018 — DEC. 2018

Freelance Copywriter, Contend

Ticketmaster

Spearheaded content series for NFL and Ticketmaster, created 30+ blog posts, increased site traffic and ticket sales for all 32 NFL teams.

APR. 2016 — SEPT. 2017

Writer & Video Content Creator, The Lead Sports

Sports media startup

Grew email readership from scratch to over 20,000+ subscribers while creating long-form editorial content and video that generated 1M+ views.

DEC. 2015 — MAR. 2016

Freelance Junior Copywriter, 72andSunny

Coors, ESPN

Launched Coors Banquet campaign, developed TV spots, stimulated the brand's 10th consecutive year of growth.

Skills

Creative Direction
Management
Campaign Development
Brand Voice
Content Strategy
Naming + Positioning
AI Creative Tools

Education

BA History
University of California, Santa Cruz

Creative Resident
72U / 72andSunny
The Bookshop L.A.

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