

# ANDREW NACKERUD

## COPYWRITER

### CONTACT

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AndrewNackerud.com

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### SKILLS

#### PROFESSIONAL

- Adobe Premiere Pro
- Fluent in Spanish
- Stand-Up
- Sketch Writing (UCB)

### EDUCATION

#### BA HISTORY

University of California, Santa Cruz

#### CREATIVE RESIDENT

72U/72andSunny

The Bookshop L.A.

### WORK EXPERIENCE

#### COPYWRITER | MANSCAPED

April 2021 - Present

*San Francisco 49ers, Marshawn Lynch, UFC, Summer Olympics*

- Concepted and produced stadium/bathroom takeover at 49ers stadium. Scripted and produced campaign spots for Manscaped products in collaboration with Marshawn Lynch, Bruce Buffer and the UFC, and US Olympic triathletes.

#### COPYWRITER | FIRMA

January 2019 - April 2020

*PepsiCo, Badi*

- Executed and launched multiple social media campaigns for PepsiCo (Drinkfinity), transformed brand voice to match target demographic
- Developed new branding for US market, and executed social campaign resulting in 370% bookings increase

#### FREELANCE COPYWRITER | CONTENTD

September 2018 - December 2018

*Ticketmaster*

- Spearheaded content series for NFL and Ticketmaster, created 30+ blog posts, increased site traffic and ticket sales for all 32 NFL teams
- Facilitated brand voice overhaul for 6500+ employees, collaborated on "Live Only Happens Once" campaign

#### WRITER & VIDEO CONTENT CREATOR | THE LEAD SPORTS

April 2016 - September 2017

*Sports Media Startup*

- Developed creative email marketing campaign, boosted readership from almost 0 to over 20,000 subscribers
- Created long-form content and videos that generated over one million views

#### FREELANCE JUNIOR COPYWRITER | 72ANDSUNNY

December 2015 - March 2016

*Coors, ESPN*

- Launched Coors Banquet campaign, developed TV spots, stimulated the brand's 10th consecutive year of growth
- Created headlines for digital re-brand of ESPN's SC at Night show with Scott Van Pelt
- Collaborated with Senior creatives on new business pitches.

#### FREELANCE JUNIOR COPYWRITER | PORTAL A

June 2015 - August 2015

*Credit Karma*

- Pitched and developed multiple scripts for CreditKarma campaign.