



NICK SPINNER

STRATEGIST

EXPERIENCE

Pereira O'Dell

Strategist - January 2022 - January 2023

Grew the practice of learning on a budget.

Clients: [yellowtail], MINI, Stella Artois, Wellstar Health

Criquet Shirts

Copywriter - February 2021 - January 2022

Saw a client's creative concerns firsthand.

Also, wrote the brand's first TV spot.

Freelance

Strategist - August 2020 - February 2021

Learned new ways to help a brand find itself.

Clients: Gembah, Unfettered

McGarrah Jessee

Strategist - June 2017 - March 2020

Discovered the joy of teaching an old brand new tricks.

Clients: Gamestop, Whataburger, Zippo, Shiner Beer, Case Knives

EDUCATION

VCU Brandcenter

May 2017

MS in Business: Branding/Strategy

Favorite Project

Filmed, edited, and produced a subculture documentary about lawn mower racing.

James Madison University

May 2015

B.B.A. Marketing | Minor: American Studies

Favorite Class

History of Jazz in America

SKILLS

Distilling information into insights, writing and presenting creative briefs, conducting scrappy primary research, writing brand points of view, MRI Simmons, Final Cut Pro. And most power tools.

BUCKET LIST

~~Publish my dream about a ham sandwich~~

~~Skateboard in Barcelona~~

Build an off-grid cabin

CONTACT

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