



NICK SPINNER

STRATEGIST

EXPERIENCE

Unfettered

Sr. Brand Strategist - March 2023 - Jan. 2024
Rekindled my love for big research.
Clients: Whataburger, P. Terry's Burger Stands,
CINQCARE Health

Pereira O'Dell

Brand Strategist - Jan. 2022 - Jan. 2023
Practiced the art of learning on a budget.
Clients: [yellowtail], MINI, Stella Artois, Wellstar
Health

Criquet Shirts

Copywriter - Feb. 2021 - Jan. 2022
Understood a client's creative concerns firsthand.
Also, wrote the brand's first national TV spot.

Freelance

Strategist - Aug. 2020 - Jan. 2021
Learned new ways to help a brand find itself.
Clients: Gembah, Estes Audiology

Pandemic

Full-time hobbyist - April 2020 - Aug. 2020
Became a devotee to all things DIY and learned
a lot, but not yet enough, about patience.

McGarrah Jessee

Brand Strategist - June 2017 - March 2020
Discovered the joy of teaching old brands
new tricks.
Clients: Gamestop, Whataburger, Zippo,
Shiner Beer, Case Knives

EDUCATION

VCU Brandcenter

May 2017
MS in Business: Branding/Strategy

James Madison University

May 2015
B.B.A. Marketing | Minor: American Studies

SKILLS

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

CONTACT

nickspin9@gmail.com
www.nickspinner.com
804-836-2623