

# NICK BRACCIA

## GROUP CREATIVE DIRECTOR/WRITER

NICK.BRACCIA@GMAIL.COM • [BRACCIACREATIVE.WORK](http://BRACCIACREATIVE.WORK) • [LINKEDIN.COM/IN/NICK-BRACCIA/](https://LINKEDIN.COM/IN/NICK-BRACCIA/) • 917.406.2837

---

### HELLO!

I'm Nick, a strategic Creative Director with experience spanning 360 and digital agencies, brand-side roles, VCs, and startups, including ventures I've co-founded. My expertise lies in strategizing, writing, and directing award-winning content, experiences, and programs for the world's most iconic brands and franchises. I am a full-funnel, results-driven marketer, a Cannes Lion and a Grand Clio-winning team leader, an Emmy-nominated writer, a two-time Simon & Schuster author, and a Columbia University professor.

### STRENGTHS

- Pitch leadership
- Content strategy
- Brand/Product launches
- Copywriting/tone of voice
- Cross-functional collab
- Omnichannel brand campaigns
- Digital + social expertise
- Experience design
- Emerging Tech: VR, AI, Web3

### VERTICALS

- Healthcare
- CPG
- Retail
- Entertainment
- Games
- DTC
- Technology
- Sports
- B2B

### SELECTED HEALTHCARE + AGENCY EXPERIENCE

#### **Redesign Health, New York, NY** – *Creative Strategy, Brand Consultant*

Aug 2023 – Present

- Led brand positioning and naming for nine unique stealth mode start-ups over six months on aggressive timelines
- Rapidly synthesized business and scientific materials and channeled them into strategic, creative messages that positioned each new company for market success
- Managed company naming, research and trademark clearances pre-legal hand-off
- Worked with brands spanning a diverse array of B2B and B2C sub-sectors within the healthcare industry (more info available post company launch)

#### **The Mill, New York, NY** – *Creative Director, Brand Partnerships*

Dec 2020 – Dec 2021

- Clients included: Google, IBM, Logitech, Neiman Marcus, Tempus AI Precision Medicine, Zwift, Garena Freefire, The Hartford
- Achieved 70% pitch conversion rate during 2021
- Led the Brand Partnerships creative team and was the main point of creative contact for all clients
- Led all creative strategy + concepts for direct-to-brand pitches; 360 campaigns with a video-focus

## **Elysium Health, New York, NY** – *Vice President + Creative Director, Brand*

May 2019 – Nov 2020

- Led full-funnel creative across brand and growth marketing teams
- Conceptualized + co-developed GTMs for two new product launches (Index, Matter) from research to positioning to integrated campaign execution
- Worked in lockstep with growth and comms teams to develop and execute the org's largest rev driving Black Friday/Cyber Monday and DNA Day programs
- Contributed to product design on Index, a biological age test
- Managed agency partnerships (Sundae Interactive) and editorial ones (Ageist, Puzzlesnacks)

## **Campfire, New York, NY** – *Creative Director, Narrative Director*

Dec 2012 – July 2019

- Clients included: Netflix, Amazon, HBO, Disney, Epic Games, and Ubisoft
- Pitched, won and created award-winning franchise adaptations and extensions for entertainment and games
- Developed franchise strategy and positioning for new IP (*Westworld*, *Watchmen*, *The Leftovers*)
- Co-wrote and co-directed SDCC and NYCC theatrical immersive experiences for *The Purge* and *Westworld*

## **G2/Grey Interactive, NYC-LA-SF** – *Group Creative Director, CD, ACD*

June 2000 – June 2007, Jan 2009 – Dec 2012

- Clients included: Electronic Arts, M&M'S, Starburst, Skittles, Hertz, Pepperidge Farm, NFL, Campbells
- Pitched, won and developed multi-channel brand and entertainment campaigns and experiences to launch new products and rebrands
- Managed large, multi-disciplinary creative teams and worked in lockstep with Group Account Directors and C-Suite to manage relationships and deliver for clients
- Developed content strategies and copy across every digital and above the line channel

ADDITIONAL EXPERIENCE INCLUDES WORK AT DEEP FOCUS, MODEM MEDIA AND WITH MYRIAD FREELANCE PARTNERS. SEE IT ON [LINKEDIN](#).

## **ENTREPRENEURSHIP AND IP DEVELOPMENT**

### **Strider, New York, NY** – *Co-Founder/VP Content + Partnerships*

Dec 2021 – June 2023

- Co-founded a company to leverage Web3 tech for collaborative franchise development (we procured 8 million in VC funding)
- Provided storyworld consultation for top Web3 gaming franchises
- Led content creation and development for product alpha testing via TikTok, Midjourney and Discord

## **Stitch Media, Toronto, CAN – EP/Narrative, Broken Spectre**

Dec 2020 – Present

- Worked with my partner, Mike Monello, and Stitch founder Evan Jones to develop pitch materials to procure investment for *Broken Spectre*, a VR cosmic horror experience that was named 2024 Experience of the Year at the VR Awards
- Helped the Stitch team to “break story” and flesh out the game lore and narrative pre-production
- Assessed production builds and provided narrative notes over 24 months leading up to lease on Meta’s Oculus platform, Steam and mobile

## **Shudder, New York, NY – Co-creator + EP, Video Palace Franchise**

Oct 2020 – Present

- Co-conceived, pitched and sold *Video Palace*, a ten-episode original narrative podcast to AMC for their Shudder brand
- Following podcast success and community demand, extended the IP for fiction with Simon & Schuster through a hardcover anthology
- Continue to explore franchise extensions with our Shudder partners

## **RELEASES & PUBLICATIONS**

***Broken Spectre, Games by Stitch (2023)***

***Video Palace: In Search of the Eyeless Man, Simon & Schuster (2020)***

***Off the Back of a Truck: Contraband for the Sopranos Fan, Simon & Schuster (2020)***

***Video Palace: A Shudder Original Podcast, AMC Networks (2018)***

***Transmedia Talk Podcast (45 episodes), Culture Hacker (2010–2012)***

## **EDUCATION**

**College of the Holy Cross, Worcester, MA – Bachelor of Arts**

Major: English, Dean’s List Recipient, NCAA D1 Scholar/Athlete (Swimming & Diving)

**University of Sussex, Brighton, UK**

Junior Year Abroad: English & American Studies

## **AWARDS**

Projects I have led or contributed to have won 100+ industry awards, including Emmys, Gold Lions, Grand Clios, Shortys, FWAs, MIXX Awards, Ciclopes and NY Festivals. That said, I am most proud that *Off the Back of a Truck* retains a 4.7 rating on Amazon because consumers are harsh critics!