

NICK MAIN

Kansas City, Missouri 64105 | (816) 520-1358 | main.nick@gmail.com | NickMainPortfolio.com

Professional Summary

A nationally-recognized, award-winning creative who has been lucky enough to have a wonderful love affair with ideas for more than 20 years in advertising.

Work History

- Senior Copywriter** 10/2022 to Present
The frank Agency – Kansas City, MO
Clients: American Fidelity, iTero, Neurologica
- Created multi-channel campaign-centric concepts.
 - Led multiple on-line presentations
 - Engaged in in person client strategy sessions
 - Developed new agency positioning strategy and creative
- Co-Founder/Creative Director** 04/2019 to 10/2022
Native Candor – Kansas City, MO
Clients: Planet Fitness, ICF, Barkley
- Developed, sold and executed proprietary, research-based brand positioning process
 - Recruited, hired and managed creative and social employees
 - Collaborated with digital transformation team to aid in seamless transition for clients
 - Developed new business strategy and directed new business personnel
- Creative Director** 10/2017 to 04/2019
Osborn Barr | Paramore – Kansas City, MO
Clients: Merck Animal Health, United Soybean Board, LinkedIn
- Directed all phases of creative work from concept development through production
 - Responsible for articulating and selling ideas to client executives
 - Recruited and developed talent in both the Kansas City and St. Louis markets
 - Led new business development
- Associate Creative Director** 06/2016 to 10/2017
Walz Tetrick Advertising – Kansas City, MO
Clients: Olathe Health, Kansas City Royals Baseball, American Royal
- Led, created, refined and sold nationally-recognized, award-winning work
 - Co-chaired Dog and Pony - a program structured to improve the presentation skills of team members
 - Cultivated the career development of staff
 - Developed online strategy
- Associate Creative Director** 10/2015 to 06/2016
Stephens & Associates – Kansas City, MO
Clients: CareCredit, Hannah the Pet Society
- Provided breakthrough ideas, strong creative direction, and leadership for client presentations and new business pitches
 - Introduced strategically-minded customer creative journeys into campaign development
 - Worked with senior leadership on department planning, process development, and managing talent

- Creative Director** 11/2014 to 08/2015
Kinetic Supply Company – Kansas City, MO
 Clients: Microsoft, Morgan Miller Plumbing, Commerce Bank, Missouri Mavericks
- Oversaw profitability, deliverables, and timelines
 - Established and met KPIs clearly demonstrating return on investment
 - Developed new business strategies
 - Introduced brand archetypes into the strategic positioning process
 - Developed online strategy
- Senior Copywriter** 10/2010 to 11/2014
Bailey Lauerman – Omaha, NE
 Clients: Children's Mercy Hospital, Union Pacific, CommunityAmerica Credit Union, Omaha Henry Doorly Zoo & Aquarium, AMC Entertainment
- Wrote and presented creative campaigns involving, print, broadcast, collateral, and digital
 - Developed brand voice for multiple clients
 - Produced with broadcast partners
- Associate Creative Director** 08/2006 to 08/2010
VML – Kansas City, MO
 Clients: Xbox, Yellow Freight, AMC Entertainment, Pioneer Hi Bred, TurboTax, Sam's Club
- Pitched and won more than \$40 million in new business
 - Introduced live actors as strategic personas in client presentations
 - Provided thought leadership on emerging advertising tactics
- Creative Director** 02/2003 to 08/2006
Two West – Kansas City, MO
 Clients: Sprint, Cargo Largo, Buffalo Funds
- Increased award-winning creative product 300%
 - Introduced, shot and edited retail shopumentaries as a dynamic research tool
 - Responsible for department planning, process development, and managing talent
- Associate Creative Director** 04/2002 to 02/2003
MMG Worldwide – Kansas City, MO
 Clients: Loews Hotels, Unos Restaurants, Hilton Hotels
- Maintained brand voice on national campaigns from partner agencies of record
 - Worked directly with account management, account directors, creative producers and technical leads on assigned projects
 - Developed copy strategy for all assigned clients
- Sr. Copywriter** 12/1995 to 04/2002
Bailey Lauerman – Lincoln, NE
 Clients: University of Nebraska Athletic Dept, The Buckle, Runza Restaurants, Doc Martens
- Fostered collaborative creative environment
 - Researched, planned and managed copy for multiple clients
 - Honed presentation and negotiation skills
- Adjunct Professor** 12/1999 to 05/2002
University of Nebraska – Lincoln, NE
- Taught Advanced Copy and Strategy 201
 - Developed class curriculum and syllabus
 - Developed creative exercises
 - Instructed students on advertising strategy and copy
 - Utilized "Hey Whipple, Squeeze this" as the text

Recognition

The Clio Awards • The Sports Clio Awards • The Radio Mercury Awards • The Obie Awards • Gold, National ADDYs • Silver, National ADDYs • The Omni Awards • Communication Arts • Creativity Magazine • Internet Advertising Competition • The Webby Awards • W3 Awards • The O'Toole Awards • The New York Festivals • Graphis Advertising Annual • Print Advertising Annual • The Webbys • RAMAs - Retail Advertising and Marketing Association • Kansas City Addys • Judges Citation, Kansas City ADDYs • Best of Show, Nebraska ADDYs • 9th District Gold ADDYs

Community Involvement

Diversity Committee Chair, Advertising Club of Kansas City • Co-Chair, Career Day, Advertising Club of Kansas City • Director, Community of Christ Church Youth Camps • Founder/Director, Solid Rock Café • ADDYs Judge, Little Rock Arkansas • ADDYs Judge, Jackson Mississippi • ADDYs Judge, Chattanooga, Tennessee • ADDYs Judge, Salt Lake City, Utah • ADDYs Judge, Colorado Springs, Colorado • ADDYs Judge, Albuquerque, New Mexico • National NAMA Judge, Kansas City, Missouri

Education

Bachelors of Journalism

Advertising Sequence

University of Missouri - Columbia, MO

More than Copy

Co-Hosted an AM radio call-in show on branding

Wrote a book on the first 100 years of the University of Missouri Journalism School

Created and taught a class successfully garnering the attention of 120 middle school students

Became the on-air "Voice of The Buckle" in a radio campaign I also wrote and produced