



NICK MORDECAI

Senior Art Director / ACD

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EDUCATION

University of Delaware (*Sept. '01 to May '05*)

Bachelor of Fine Arts, Advertising Design

SKILLS

Adobe Creative Suite

Creative direction

Art direction and graphic design

Copywriting

Conceptual thinking across multiple media channels

Experience leading and inspiring creative teams

Client presentation and management

CLIENTS

American Express

Boston Globe

Comcast/XFINITY

Converse

Delta Airlines

Dunkin Donuts

eBay

LoJack

Massachusetts State Lottery

MLB

New York Stock Exchange

NBA

NFL

NHL

Pitney Bowes

Verizon

Verizon Wireless

Virgin Mobile

EXPERIENCE

DigitasLBI: Lead Creative (*Feb. '13 to Sept. '16*)

Continued to concept, design and produce acquisition and competitive campaigns for Comcast/XFINITY.

Managed creative teams and execution of multiple projects simultaneously. Participated in projects for American Express, Pitney Bowes and eBay as well as pitching new business for New York Life.

DigitasLBI: Senior Art Director (*May '10 to Feb. '13*)

Concepted, designed and produced integrated campaigns for Comcast/XFINITY, focusing on customer acquisition through their sports network offerings. Also developed campaigns for seasonal sale windows and competitive initiatives. Participated in winning new business from the New York Stock Exchange.

DigitasLBI: Art Director (*Oct. '08 to May '10*)

Concepted, designed and produced seasonal landing pages and site experiences for Converse. Began working on on acquisition-focused tactics (TV, print, direct mail, display banners, etc.) for Comcast.

DigitasLBI: Associate Art Director (*Nov. '07 to Oct. '08*)

Concepted, designed and produced digitally driven tactics (display banners, site experiences, digital activations, etc.) for American Express, Converse, Delta and Virgin Mobile. Participated in new business pitches for Coca-Cola, Nike and Nintendo.

Hill Holliday: Junior Art Director (*Oct. '07 to Nov. '07*)

Designed and produced retail print for Verizon Wireless.

DraftFCB: Junior Art Director (*May '06 to June '07*)

Concepted, designed and produced acquisition-focused direct mail, print, OOH and broadcast for Verizon.

Freelance: Studio Designer (*Jan. '06 to April '06*)

Built and edited studio mechanicals for print collateral at Sudler & Hennessey and Interlink Communications.

Hill Holliday: Intern (*June '05 to Aug. '05*)

Assisted senior creative teams with concept development, image sourcing and comping across multiple accounts.