WILLIAM NOVAK

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Award-winning Associate Creative Director and Copywriter with 14+ years of experience translating market research, data, and strategy into innovative campaign solutions for industry leading brands across multiple channels and mediums (social media, TV, branding, OOH). Featured in Adweek, AdAge, Fast Company, Fortune, Mashable and The Atlantic.

EXPERIENCE

Freelance Associate Creative Director | Senior Copywriter (02/2024 - Present)

- Develop and lead accessible cross-media campaigns that push creative boundaries and foster meaningful engagement.
- Apply prompt-engineering techniques across generative AI learning modules to streamline workflows.
- Sold in nationwide TVC spots for Fox Sports through Das Favorite that ran during primetime NFL games and the 2025 World Series.

Associate Creative Director at Understood.org (02/2019 - 01/2024)

- Developed an organization-wide rebrand (logo, voice guidelines, site overhaul).
- Co-led a cross-functional team and developed an accessible-friendly brand guideline system.
- Built a character archetype to use within ChatGPT and Claude to elevate the quality of AI-generated responses, allowing for more consistent human-sounding outputs.
- Launched the org's Instagram account, building a community of 70K new followers in 2 years, and Tiktok account, building a community of 45k new followers in 1 year.
- Launched a new podcast network (including 4 new series), surpassing download goals by 4x.
- Launched a new app for parents, surpassing download goals, with 17k in the first week.
- Produced an award-winning digital campaign that exceeded industry benchmarks.
- Worked closely across departments to ensure that deadlines were met within budget, while delivering steady-state organic and paid content with a consistent message across all social platforms.

Freelance Senior Copywriter | Senior Video Editor (01/2013 - 02/2019)

Droga5 | Brands included: Google, Christie's, Under Armour, The New York Times

- Worked on a multitude of high-level digital campaigns, pitch videos and case studies.
- Managed and delivered projects on a tight deadline, working closely with a team of producers and project managers.

Razorfish | Brands included: Mercedes-Benz, smart, Dove

- Contributed to award-winning integrated digital campaigns for both Dove and Mercedes, along with organic and paid social content for Facebook, Instagram, and Twitter.
- Launched smart car's Snapchat account.
- Our Mercedes "Loki" campaign video went viral, receiving over 4M+ views across platforms and drove 1.2MM visitors to the GLS product page.

The New York Times: T Brand Studio | Projects: "Mothers of Invention", "The Ultimate Shopping Guide"

Organic | Produced one of the first 360 video experiences on social media for AT&T.
DeepFocus | Developed and clearly presented conceptual pitch work for Nespresso.
Uproar@DDB | Collaborated on a TVC and produced digital campaign extensions.
Blink Fitness | Internal creative | Responsible for OOH, social posts, email blasts, and experiential work.
MRY | Brand: Megared | Responsible for social content.
RITTA | Brands: BMW and Mini Cooper | Responsible for social posts, email, and print.

Creative Manager at The Vladar Company (02/2011 - 12/2012)

- Films: Generation Iron, Catskill Park

Junior Copywriter at Warehouse Agency (09/2010 - 01/2012)

- Brands: One Brooklyn Bridge Park, 16 Handles

EDUCATION

Plattsburgh State University, New York (05/2002 - 09/2006)

- BA, English Writing; Minor, Business

University of Liverpool, United Kingdom (2005)

- Study abroad program

School of Visual Arts (SVA), New York (2009)

- Creative Concepting

Adhouse Advertising School, New York (2007-2009)

- Advanced Campaign Development

TEACHING & VOLUNTEER WORK

Miami Ad School, New York (04/2016 - 06/2016)

- Instructor for the Short Cutz class

Non-profit Volunteer Work (2002 - Present)

- Ronald McDonald House
- Mt. Sinai
- International Rescue Committee
- 826LA

SKILLS

- Writing, Creative Direction, Strategy, Branding, Video Editing, Videography
- IBM AI Fundamental & Google AI Prompting Essentials course certified
- **Software:** Adobe Creative Suite, Final Draft, emerging generative AI tools (Open AI, Claude, Midjourney)
- **Cameras:** Red; Panasonic AG-Series; Sony A7S series, EX series, FS7, F5; Canon Mark & C-Series

AWARDS

- 2009 One Show student exhibition
- 2014 Vimeo Staff Pick
- 2018 Clio Awards – Bronze
- 2018 Telly Awards – Gold Telly Winner
- 2023 Shorty Awards Winner
- 2010 NewFilmmakers Official Selection
- 2018 Cannes Lions Glass – Shortlist
- 2018 Webby Awards – Best Launch Nominee
- 2023 PR Week Purpose Award Winner
- 2023 PR Daily Awareness Campaign of the Year