

Nikita Sokolov

Copywriter

nikitawritescopy@gmail.com

Experience

Portfolio: nikitasokolov.com

Doner / Senior copywriter

March 2022 - May 2023, Remote

Lead creative on:

- 360 campaign for Breezeline, a new cable company. Worked with Barcelona-based director Nicolas Caicoya to produce TV spots, online videos and premium photography. Established the brand tone of voice.
- Roblox game for The UPS Store, called "Main Street Moguls." Launched in October 2023 and having almost 1 million views.
- Metaverse experience for The UPS Store. Featured in Fast Company, Entrepreneur, Ad Age.

Other clients: Jeep, Chrysler, Saucony.

Logitech / Senior copywriter

February 2020 - February 2022, San Francisco.

Lead creative on:

- Brand campaign for Logitech PRO Series that has been running globally for two years.
- Multiple product and technology launches. Deliverables ranged from videos to OOH to social to long-form copy. Worked with McLaren F1 team to launch sim racing wheel and pedals.

Muh-Tay-Zik/Hof-Fer / Freelance copywriter

November 2019 - January 2020, San Francisco.

Worked with director and actor (Goosebumps) Ricky Mabe to produce an OLV campaign for Pokémon Go.

Digitas / Freelance sr. copywriter

April 2019 - October 2019, San Francisco

T-Mobile for Business, new business.

R/GA / Copywriter

August 2018 - March 2019, San Francisco

- Activation for Assassin's Creed Odyssey: We turned Alexa units into Spartan warriors, making them speak, joke and swear like a true Spartan. Recognized at D&AD, One Show, Cannes.
- TikTok content platform and series for Nike Kids called The PLAYlist. Came up with #TheReplay that has 14B views. Recognized at One Show and Clío.

Freelance Copywriter:

Circus Maximus, Laundry Service, Berlin Cameron etc.

August 2017 - July 2018, New York

Papa John's (TV campaign), Justworks, Capital One, National Kidney Foundation, Airbnb, The Culture Trip, Dannon, CBS, ABC, EMLA numbing cream for waxing.

DDB Worldwide / Freelance copywriter

May 2017 - August 2017, New York

State Farm, Heineken.

R/GA, DDB Worldwide, JWT / Copywriting Intern

April 2016 - March 2017, New York

Spent a year gaining advertising experience at major NYC agencies.

Education

Miami Ad School / Copywriting

Minneapolis, Miami, and New York

Ural State University / Journalism

Yekaterinburg, Russia

Awards

Professional:

Cannes Lions / Shortlist, D&AD / Wood Pencil + Shortlist, One Show / Merit x 2, Webby Awards / Nominee, ADC Awards / Merit, PromaxGames Awards / Gold x 2, D Show x 2.

Student:

D&AD New Blood / Yellow Pencil, D&AD New Blood / Graphite Pencil, CLIO Awards / Bronze, One Show Young Ones / Merit, One Club Creative Boot Camp / Silver, Young Guns YGA / Bronze, Graphis / Silver x 2, Creativity International Media & Interactive Design Awards/Silver x 3, Drum Chip Chop Awards, Miami Ad School Golden Paw x 2.