

# Nina Muzik

Chicago, IL | P: 847-977-6462 | ninammuzik@gmail.com | ninamuzik.com

## EXPERIENCE

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Digitas – Chicago, IL

*Senior Copywriter*

*May 2023 – Present*

- Developed two Super Bowl campaigns for NERDS Gummy Clusters from concepting to post-production
- Created three distinct seasonal campaigns for Kinder Bueno that included TV, social media, and digital advertising
- Wrote as the lead copywriter on the pitch team that won Digitas the NERDS account
- Mentors lower-level creatives and interns by providing valuable insights and guidance

*Copywriter*

*Feb 2020 – May 2023*

*Associate Copywriter*

*Sept 2017 – Feb 2020*

- Developed, pitched, and won a million-dollar brand storytelling challenge for KitchenAid, which led to the *A Woman's Place* documentary
- Participated in the on-set production of *A Woman's Place*, directed by Academy Award winner Rayka Zehtabch and shot by Academy Award nominee Sam Davis
- Premiered *A Woman's Place* at Tribeca Film Festival, where it was nominated for the Brand X award
- Partnered with the James Beard Foundation to provide mentorship for aspiring female chefs in conjunction with *A Woman's Place* documentary
- Created social posts that increased KitchenAid's social media following by 100,000 followers, including a post that garnered 29,000 likes, their most liked post to date

*Copywriting Intern*

*June 2017- Aug 2017*

- Presented marketing campaign to BP clients as part of an internship-long project
- Wrote headline for KitchenAid 2017 Thanksgiving spread that appeared in Food Network Magazine

## CLIENTS

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NERDS, Trolli, Kinder Bueno, Kinder Joy, KitchenAid, Columbia Sportswear, Whirlpool, Maytag, Biore

## EDUCATION

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Chicago Portfolio School

*Spring 2017*

Copywriting Program

Central Michigan University

*May 2015*

Bachelor of Applied Arts in Apparel Merchandising, Advertising Minor

## SKILLS AND PROFICIENCIES

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Creative writing, campaign concepting and strategy, public speaking, teamwork and collaboration, social media, casting, voice directing, music, and scoring