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NICK ALLEN

CREATIVE DIRECTOR // WRITER // ADVENTURER

WHERE I STARTED

I began my career in Traffic working nights and weekends putting a portfolio together just good enough to weasel my way into the creative department. My first CD told me the best ideas come out of nowhere and since then, I've spent my time finding big ideas for the world's biggest brands by getting lost around the globe. I've ridden camels across the Sahara, horses in the tobacco fields of Cuba, elephants through Thailand, snowboards in Dubai, and motorcycles from coast to coast. But life is by far my favorite ride.

I've found stories everywhere and discovered the best way to tell a brand's story is to have a few of my own. Plus I'm constantly searching for new ways to tell them. I've also learned creativity is not a science. There is no magic formula except inspiration and perspiration. And I'm no stranger to either. Especially hard work. My first job was cleaning pens on a pig farm, and after 17+ years in advertising, the people I'm fortunate to work with now smell much better. I specialize in building teams, mentoring talent and creating breakthrough co-branded content, events and experiences. I currently steer the global creative efforts for Chevrolet around the world including its sponsorship of Manchester United.

In my spare time, you cannot find me.

WHERE I'VE BEEN

Global Creative Director CW McCann, Jan 2017 - PRESENT

Fortunate to lead and inspire a group of CDs, ACDs, CWs, ADs and Designers steering the Global Chevrolet Brand around the world. Responsible for unifying Chevrolet's global brand voice across traditional, digital and social media and currently spearheading Chevrolet's Web 3.0 initiatives across the Metaverse, VR and AR. Support other McCann offices globally in multiple new business pitches and wins.

VP, Associate Creative Director Gtb, Aug 2013 - Aug 2016

Creative lead for Ford's Content Studio, responsible for content creation and distribution via emerging trends and tech such as Instagram Stories, Snapchat, Facebook Canvas and VR.

Associate Creative Director Doner, Aug 2011 - Aug 2013

Managed multiple cross-discipline creative teams in several new business wins. Integrated the agency's digital and traditional disciplines.

Digital Associate Creative Director Pulse Team Detroit, Jan 2011 - Aug 2011

Startup agency within Team Detroit. Built, managed and integrated digital creative department. Instrumental in multiple new business wins, increasing agency revenue \$400 million.

Senior Digital Copywriter Team Detroit, 2010-2011

Direct Copywriter Wunderman, 2007-2009

Traffic coordinator Young & Rubicam, 2006-2007

WHERE I STUDIED

College of Creative Studies, Detroit, Michigan — Web Design Certificate Program, 2008

Ball State University, Muncie, Indiana — Bachelor of Arts in Advertising, 2006

WHERE I VOLUNTEER

Team Rubicon, Ball State University Academic Advisory Board, Big Brothers Big Sisters, Hello: Detroit, AdCraft Club of Detroit, 313Digital