

MICHAEL A. NICKELE
709 Catalpa Drive.
Royal Oak, Michigan 48067
cell 313-670-2961
home 248-545-4940

**PROFESSIONAL
EXPERIENCE**

**QUICKEN LOANS
SENIOR COPYWRITER**

Detroit, MI

Create, write and help produce TV and radio advertising for America's number-one online mortgage company. Also write blogs, as well as mentor younger, less-experienced copywriters.
(2012 – present)

**RARE MEDIUM WELL DONE FILMS
CREATIVE DIRECTOR**

Troy, MI

Create, write, and produce film/video projects for a forward-thinking film company based in – but not limited to – the Detroit metropolitan area. Accounts include Ford Motor Co., Art Van Furniture, College for Creative Studies, Belle Tire, Assett Health, Armally Brands, and many more. RMWD directors are based in Detroit, New York, Los Angeles and London.
(2007 – 2012)

**CAMPBELL-EWALD ADVERTISING
VP, ASSOCIATE CREATIVE DIRECTOR**

Warren, MI

Supervise and direct creation of national and regional retail television, radio and print advertising for major agency. Sole account: The Chevrolet Division of General Motors Corp.
(2005 – 2007)

**J. WALTER THOMPSON, INC.
SENIOR COPYWRITER, PARTNER**

Detroit, Michigan

Create television, radio and print advertising for major agency. Accounts serviced include Ford Division (cars and trucks, motor sports, company alliances, Ford Experience Tour) and Jaguar Cars Ltd. (UK).
(1993 - 2004)

**MCCANN-ERICKSON, INC.
SENIOR COPYWRITER**

Detroit, Michigan

Created television, radio and print advertising for major agency. Major accounts serviced included Buick Motor Division and McDonald's.
(1991 - 1993)

Milan, Italy

Created television, radio and print advertising for international division of major agency. Accounts included Opel (European subsidiary of General Motors Corp.), Goodyear Tire & Rubber, and Coca Cola. Served as senior copywriter on the Opel account, which was coordinated for most of Europe from the offices of McCann-Erickson in Milan, Italy. Also served as product specialist on the Opel account, which included print, photo and video coverage of international automobile expositions in Paris, Frankfurt, Geneva and Barcelona. (1988 - 1991)

YOUNG & RUBICAM, INC.**SENIOR COPYWRITER****Detroit, Michigan**

Created television, radio and print advertising for major agency. Also created collateral, point-of-purchase and catalog materials. Accounts included Lincoln-Mercury Div. of Ford Motor Co., AAA Michigan, Security Bank & Trust, and Village Green Apartments. (1986-1988)

AUTOWEEK**NEWS & INDUSTRY EDITOR****Detroit, Michigan**

Served as news editor of international 150,000-circulation weekly magazine devoted to the motoring enthusiast. Job function included reporting, writing, editing, layout and photography. Also responsible for road tests of conventional and sports-oriented cars and trucks, as well as personality profiles, humor and features of interest to the automotive enthusiast. Periodically represented the magazine on television and radio. (1983 - 1986)

WARD'S AUTOMOTIVE REPORTS**MANAGING EDITOR****Detroit, Michigan**

Responsible for news operations of weekly international newsletter. Publication devoted to fast-breaking news related to the production, marketing, and financial sectors of the worldwide automotive industry. Job function included major reporting and writing assignments, in-depth corporate profiles and news analysis, editing, layout and photography. (1977 - 1983)

**PROFESSIONAL
AWARDS**

• American Advertising Federation • Creative Advertising Club of Detroit • Premio Excellence (Italy) • MediaKey (Europe) • London International Advertising Festival • Clio Award • Detroit Press Club Foundation

**EDUCATIONAL
EXPERIENCE**

**WAYNE STATE UNIVERSITY - Detroit
BACHELOR OF ARTS**

Major in English, minor in Journalism. Balanced background in communications and social sciences.

**ADDITIONAL
EDUCATION**

Completed professional driving courses at **Renault Elf Winfield**, (Circuit Paul Ricard, France) and **Bob Bondurant** School of High Performance Driving (Arizona).

Completed six-level Comedy Writing Program at the **Second City** Detroit Training Center.

Studied Italian language for three years.