

Nicolas Bonilla



Senior Writer & Associate Creative Director of Copy

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01 PROFILE

I'm a master storyteller, creative leader, and award-winning copywriter with nearly 20 years experience creating content and crafting messages that connect people to brands. I specialize in translating complex technologies and sophisticated products into human terms that find the heart of the target audience. But what sets me apart is my exceptional versatility. I quickly adapt to new industries, brand voices, and processes to deliver the client's desired results.

02 EMPLOYMENT HISTORY

02/2023 — Present

Freelance Senior Writer at Self employed

Tigard, OR

- I combine strategic data, original research, and a sophisticated understanding of the trends, tech, and experiences driving consumer engagement to create compelling content and campaigns that attract attention and drive action.
- Ground-up transformations or strategic tune-ups: I write brand expressions and strategic messaging that give life to brands and products while lifting them above the crowd.
- With a mastery of many different processes and platforms, I lead creative teams or partner with existing teams to produce world-class deliverables, including web content, brand activations, integrated campaigns, videos, briefs, and more.

02/2016 — 02/2023

Senior Writer at CMD (Creative Media Development)

Portland, OR

- Accelerated sales and brought cutting-edge products to market for leading technology brands, including Intel, Microsoft, Asus, Century Link, and T-Mobile.
- Was a sought after specialist to humanize advanced technologies for audiences varying from CIOs to small business owners and everyday consumers.
- Won a string of new business pitches with clients ranging from industrial manufacturers to community developers. The resulting business accounted for millions in revenue.
- Developed new brands from the ground up, helping to lead everything from brand workshops to employee onboarding.
- Produced SEO-driven web content for Intel.com in a quick-turn, high-production environment, helping Intel improve visibility by as much as 25 times.
- Partnered with a wide range Intel business units, including cloud, 5G networking, AI, edge computing, and IoT, to develop sales enablement content and craft strategic messaging.

02/2014 — 09/2015

Senior Writer at TNG (The New Group)

- Partnered with six art directors simultaneously to produce a wide variety of digital products from banner ads to gamified experiences.
- Worked with each of the agency's clients, including Intel, Nike, Sutter Home, Florastor, Estee Lauder, Wyeast and The Standard.
- Produced landing pages, corporate branding, infographics, video scripts, influencer outreach, social media, event activations, learning and training modules, internal communications, gamified experiences, and more.
- Key creative on a constant stream of intensive new business pitches.

06/2007 — 12/2011

Copywriter at The Designory

Long Beach, CA

- Defined global brands, Subaru and Infiniti, through creative concepts, copy, and content. Created award-winning, industry-leading collateral and other content that drove sales.
- Spearheaded more than a dozen new vehicle launches for Subaru and Infiniti. Created a community-driven launch campaign for the Subaru BRZ that helped it become one of the hottest selling cars of the year.
- Helped win an intensive overseas new business pitch that opened Designory Tokyo. Worked in Tokyo with Subaru's parent company to produce work seen in 25 countries and translated into 50 languages.
- Specialized in storytelling that breaks down complex products and engineering, making them relatable, relevant and irresistible.
- Attended an untold number of meetings and cracked a joke in nearly every one.

03 EDUCATION

Jun 2007

California State University, Fullerton

Communications-Advertising/English Literature

- Graduated Cum Laude as a Communications major, Advertising emphasis and with an English Literature minor

04 EXPERT SKILLS

Copywriting

Branding

Client presentations

B2B marketing

Marketing content

Creative strategy

Digital advertising

Copy supervision

Campaign development

Brand and product messaging

05 PERSONAL PASSIONS

World travel, backpacks and bags, tech gadgets, gaming, photography, outdoors

06 OTHER LANGUAGES

Spanish

