

# JAMES NINNESS

## CREATIVE DIRECTOR

[www.jamesninness.com](http://www.jamesninness.com)

I'm a storyteller. I love connecting dots. Whether I'm weaving a tale for brands or developing a fiction in prose or comics, stories are my lifeblood. I've worked with the likes of DENSO, UnitedHealthcare, The Tile App, Yamaha Motorsports, The OC Fair & Events Center, Director John Carpenter, and more.

Likes: dogs, science fiction, and volunteering.

Dislikes: marketing buzzwords, my cat allergy, and bullies.

## EXPERIENCE

### IMW Agency

2018 – present

#### CREATIVE DIRECTOR

Ensure that client goals are met and serve as the copywriting strategist in marketing communication campaigns (web content, social media messaging, broadcast and print advertising, as well as other collateral). Interact with and manage creative designers, videographers, web, and production professionals, both staff and contracted.

### Freelance

2007 – present

#### WRITER/CONSULTANT

Have created, written, and published comic books for various publishers, most recently Storm King Comics. Recent titles include *John Carpenter's Tales for a Halloween Night (Vols. 1-3)*, *John Carpenter's Tales of Science Fiction: Vault, REACH, Hammer Down*, and *in Sanity, AZ*. Have also worked with clients in various capacities: copy development, complete brand overhauls, marketing consultation, and production/pipeline management

### ymarketing

2015 – 2017

#### SR. COPYWRITER

Collaborated with Creative Director to develop multiple campaigns across a variety of industries and mediums, including social, PPC, video, and brand refreshes. Revised copy processes and collateral to refine client-facing efforts for streamlined delivery and increased communication efficiencies.

### Vestiage, Inc.

2014 – 2015

#### MARKETING DIRECTOR

Rebranded two IPs from the ground up and sleuthed through industry penetration points for product insertions to market. Oversaw the development of brand marketing materials, including PPC, affiliate, podcast, social media, and digital video; and later print, radio, and television.

### FUTEK

2013 – 2014

#### MARKETING ASSOCIATE

Developed dynamic promotional campaigns/collateral. Managed all social media and the creation of SEO-focused copy, and crafted Test & Measurement whitepapers and articles for publication.

## EDUCATION

### CSULB

June 2007

#### B.A. ENGLISH: CREATIVE WRITING

Built upon a base understanding of British and American literature, the Creative Writing emphasis focuses on the ability to craft narrative through multiple mediums.