

JAMES NINNESS

STORYTELLER

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I'm a storyteller looking for a place to grow roots. As a Creative/Copy Director, 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, Farm Bureau Insurance, The Tile App, Yamaha Motorsports, The OC Fair & Events Center, Director John Carpenter, and more.

EXPERIENCE

Mad Genius

02/2020 – present

ASSOCIATE CREATIVE DIRECTOR

Collaborating with the rest of the creative team, as well as the media, production, and web development teams, I develop brand campaigns across multiple media. Since Mad Genius is not vertical-specific, a great deal of time is spent learning alongside my team and the clients we work with, strategizing, developing, and implementing the stories that move their customers.

James Ninness

01/2007 – present

CREATIVE/COPY DIRECTOR

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.

IMW Agency

01/2018 – 08/2019

CREATIVE DIRECTOR

Ensured that client goals were met and served as the copywriting strategist in marketing communication campaigns (web content, social media messaging, broadcast and print advertising, as well as all other collateral). Interacted with and managed creative team members, including designers, videographers, web, and production professionals, both staff and contracted.

ymarketing

07/2015 – 10/2017

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.

03/2014 – 06/2015

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.

EDUCATION

CSULB

06/2007

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.