

Nikki DuJardin

EXPERIENCE

Associate Creative Director

MRM | March 2022–Present

- Cadillac CRM/CLM Creative team manager
- Concepted, pitched, and executed V-Series 20th Anniversary Video Series, web content, and monthly newsletter
- Selected by Creative Leadership Council as winner of the MRM Global "Under 30" Sanofi Challenge for a trip to Cannes Festival of Creativity
- 2023 D Show "Best of Digital" winner: Cadillac EV Life Campaign
- 2022 Effies shortlist for Direct to Consumer / Digital

Senior Copywriter

MRM | Nov. 2020–March 2022

Copywriter

MRM | Nov. 2018–Nov. 2020

- Digital writer for Cadillac website and CRM/CLM
- Concepted, pitched, and executed various vehicle launch campaigns consisting of email, social, web and podcast content: 2022-2023 V-Series Blackwing, 2021 Escalade, 2020 CT5
- Assisted MRM in acquiring Cadillac.com work as Agency of Record
- 2019 D Show winner: Best of Ideas de los Muertos (Spec)
- 2019 MRM Global Honors winner: Rising Star Award, nominated by Creative and Executive Leadership
- 2019 Clios shortlist: Budweiser Emerging Creative Award

Freelance Copywriter

Saulè Label | Jan. 2020–present

- Social, website, and PR copywriter for sustainable luxury fashion start-up
- Developed brand tone, brand pillars and communication guidelines
- Assisted in brand development including market research and naming

Copywriter

DP+ | Aug. 2015–Nov. 2018

- Worked with ADs to concept, develop, pitch, write and produce campaigns for a variety of clients through broadcast, web, rich media, OLA, social, and print
- Directed TV shoots and radio records
- Collaborated with developers to concept, script, format and launch BCBSM's MIBLue Amazon Alexa smart speaker skill

Freelance Writer and Events Coordinator

Visit Detroit | Sept. 2015–May 2020

EDUCATION

Michigan State University
BA, Professional Writing
Digital and Technical Writing,
Editing and Publishing

CLIENTS

Cadillac, GM, Budweiser,
Mopar, Blue Cross Blue Shield of
Michigan, Subway, JACK
Entertainment, Consumers
Energy, Visit Detroit

ADDITIONAL SKILLS

Voiceover • Presentation •
Copyediting and Proofreading •
Interviews • Technical Writing •
CMS • Marketing and Social
Strategy • Blogging • Sales

CONTACT

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