

# Nathaniel Pincus-Roth

I am a conceptual writer, strategist, and pop culture expert who tell stories through non-traditional marketing content. I am seeking to make thought-provoking, meaningful work that adds value to the world.

## Skills

Content Development  
Marketing Idea Generation  
Pitch Making  
Brand Strategy  
Campaign Execution  
Copy and Editorial Writing

## Work Portfolio

Writing Samples Password: "NPR"

## Client Experience

### Entertainment

Disney, Warner Brothers, MasterClass,  
Hello Sunshine, Vox, Elizabeth Taylor

### Brands

Coca Cola, General Motors, Old Navy,  
QVC, ABInbev, Chipotle, Emerson  
Collective, MacArthur Foundation,  
Johnson & Johnson, StubHub, Equality  
Now, Dolby, Diageo, Mattel, Microsoft

## Education

### BA, Yale University

American Studies / 2004

### MBA, UCLA Anderson School of Management

Class Commencement Speaker /  
Communications TA / 2008

## Creative Executive at Creative Artists Agency

Los Angeles / 2008 - 2016

I started my career in the center of Hollywood at one of the world's most innovative ad agencies at the time. Growing from assistant to trainee to executive, I led multi-million dollar marketing campaigns for Fortune 500 companies that **made their companies a part of cultural conversation**. Two highlights:

**Old Navy** / Unlimited / Created an Emmy-nominated musical YouTube short with Broadway songwriters Pasek and Paul

**QVC + Disney** / Joan Rivers vs Miss Piggy / Collaborated with The Muppets to incite a feud in pop culture media.

## Freelance Creative Strategist

2018 – Present

I currently work as a consultant to entertainment and brand clients helping **align creative and business objectives**. Last year I architected five panels at Vox's Code Conference so each would **elegantly convey key messages** about the mission and perspective of their brand sponsor.

## Development Producer at MasterClass

2021 – 2023

Following an interest in education, I recently was the **master pitchmaker** at MasterClass, developing 80+ innovative class concepts, turning them into websites and PDFs for talent. (see presentation samples here; password "NPR")