

Nathaniel Pincus-Roth / [PORTFOLIO](#) (WRITING PASSWORD: NPR)

I am a conceptual writer, strategist, and pop culture expert who tells stories through non-traditional marketing and entertainment.

Experience

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. For example:

- **Old Navy** / [Unlimited](#) / Created an Emmy-nominated musical 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

Freelance Creative Strategist

2018 – Present

I currently work as a consultant to entertainment and brand clients helping develop video and experiential content that aligns creative and business objectives. Some highlights:

- Led creative on a celebrity-driven [online fundraising gala](#) for **Equality Now** in 2020 and 2021.
- Programmed five sponsored panels at **Vox's Code Conference**
- Named a [community center](#) for **Emerson Collective**
- Currently developing entertainment partnerships at [Superconnector Studios](#)

Development Producer at MasterClass

2021 – 2023

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

Additional Client Work

Coca Cola, General Motors, ABInbev, Chipotle, Disney, Warner Brothers, Hello Sunshine, Hulu, Netflix, Vox, QVC, Emerson Collective, MacArthur Foundation, 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