

Nicholas Brack

Decent Human, Senior Copywriter, Digital Marketer, Revenue Architect, and Business Builder from “Big Idea” to Market Scale. www.nicholasbrack.com

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OBJECTIVE

To collaborate with seasoned professionals focused on scalable growth opportunities and long-term value where my copywriting, creative, and forward-thinking marketing ideas will be well received, challenged and rewarded based on their merit in a collegial and mutually beneficial environment.

EXPERIENCE

Brack Media/Copyscenti LLC, Jupiter, FL — Founder, Copywriter, Video Producer & Chief Scalability Officer

APRIL 2013 - PRESENT

From initial "Big Idea" to Market Scale, I've produced copy packages that have generated over 300,000 new subscribers/leads and \$70MM+ in revenue for online publishers including but not limited to: Banyan Hill, Agora Financial, Newsmax, Weiss Research, Zacks, and Angel Publishing, in addition to providing creative strategy and production for multiple B2C and B2B verticals.

Banyan Hill, Boynton Beach, FL — Copywriter-at-large & Copy Chief

Apr 2021 - Jul 2022

Responsible for all copy produced by the copy team in support of the firm's largest internal franchise. Wrote individual copy packages and implemented new marketing formats that exceeded firm's average conversion rate by as much as 6X.

Group Publisher

JAN 2019 - APR 2021

Responsible for All Copy, Editorial, Compliance, Product Development, and Customer LTV for a \$25MM internal imprint with separate P&L. Facilitated imprint restructuring to improve profitability during industry-wide headwinds from new changes in ad network policy and FTC regulation and oversight.

Sr. Copywriter

JUN 2016 - JAN 2019

Generated approximately 200,000 new subscribers and over \$35MM in revenue

SKILLS

Copywriting

Sales Funnel Design and Development

Revenue Generation

Creative Ideation and Content

Digital and Creative Strategy

Customer Journey Development

Direct Response Marketing (B2C and B2B)

Online Advertising

Programmatic Display Advertising

Email Marketing

Product Development

Video Production

Online Webinars (Recorded & Live)

from long-form VSL and HTML copy production.

Newsmax Media, Inc., West Palm Beach, FL — *Financial Copywriter*

JUN 2013 - DEC 2015

Generated approximately 160,000 new subscribers and over \$25MM in revenue from long-form VSL and HTML copy production.

Weiss Research, Inc., West Palm Beach, FL — *Financial Copywriter*

OCT 2011 - JUN 2013

Beat the control package of the firm's Copy Chief, an industry legend and billion dollar Copywriter, by 149%.

Aduro Solutions, LLC, West Palm Beach, FL — *Managing Partner*

FEB 2005 - NOV 2011

Developed alternative investment solutions with Hedge Fund Managers and Registered Investment Advisors including the marketing and distribution of proven, rules-based investment models, and turnkey portfolios for individual investors and institutional clients.

Primary responsibilities included: strategic direction and vision for firm development and growth, coordination, design and development of new financial products, fund of funds administration, strategic partnerships, capital raising (institutional and HNW individuals), and investor relations.

EDUCATION

Florida Atlantic University, Boca Raton, FL — *MBA*

JUN 2006 - JUN 2008

University of Florida, Gainesville, FL — *BS, Neurobiology*

JUN 1989 - DEC 1992

SAMPLE PORTFOLIO

Video Producer & Copywriter:

Viral Content Summit ([Video](#)):

w/ [Brendan Kane](#) Founder Of [Hook Point](#)



Ceo “Lessons Learned” Series: [Video](#) / [Landing Page](#) / [Email](#)

w/ Mark Wild, Former CEO of the \$20 Billion Crossrail Project (UK). A Special Event Series for Fortune 50/500 CEOs, Board Members, and Senior Executives sponsored by Tudor Pickering Holt & Co. and JMW Consultants.



Copywriter Production

The following represents a portion of the \$100MM+ in revenue generated for publishers on multiple front-end promotions (under \$100) and back-end promotions (over \$1000) as a Sr. Copywriter, in addition to samples as Copy Chief/Group Publisher

The Biblical Money Code (Front End): [Video](#)

Highlights & Key Results:

- 130,000 new subscribers
- \$13,500,000 in revenue
- Ran for nearly 2 years with an average cart value (ACV) of approx. \$110



Freedom Checks (Front End): [Video](#) / [Html](#) / [Order Form](#)

Highlights & Key Results:

- 124,000 new subscribers
- \$12,700,000 in revenue
- Ran for over 18-months with an ACV of approx. \$120



The \$10 Million Portfolio (Back End): [Video](#) / [Html](#) / [Order Form](#)

Highlights & Key Results:

- \$7,600,000 in revenue
- Ran for nearly 2 years with an ACV of approx. \$5,500



THE CASH TSUNAMI TRADE (Back End): [Video](#) / [HTML](#) / [Editorial](#)

Highlights & Key Results:

- Generated nearly \$300,000 in one week as market tanked during H1 2022
- Conversion Rate (CR) of 2.7%
 - Beat publisher's average CR for back-ends of $\approx 0.4\%$ in H1 2022 and $\approx 1.2\%$ in 2021



3-DAYS TO \$1,000 INCOME CHALLENGE (Back End): [Video](#)

Highlights & Key Results:

- New format Live on Zoom and streamed to Private Facebook Group
- Personally responsible for all copy, video production, video editing, graphic design, collateral material (workbook), as well as hosting the event.
- Conversion Rate (CR)
 - 9.66% Day 2 (first offer), 7.93% Day 3 (close), 4.46% Post Event (email push)



Additional Collateral Copy

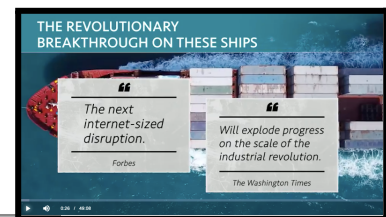
[Email Lifts / Space Ads / Advertorials](#)

Copy Chief / Group Publisher Production

American Prosperity Summit (Front End): [Video](#)



Ai Boat (Front End): [Video](#) / [Html](#)



Free E-Letter

[Real Talk with Charles Mizrahi](#)
(Formerly Winning Investor Daily)

