

Nicholas Brack

Publisher, Copywriter, and Performance Based Marketer focused on business strategy and revenue growth from "Big Idea" to Market Scale.

www.nicholasbrack.com

EXPERIENCE

Brack Media, Jupiter, FL — *Founder, Chief Creative, Copywriter & Content Producer*

APRIL 2013 - PRESENT

From initial "Big Idea" to Market Scale, I've produced copy packages, webinars, email campaigns, and sales funnels that have generated approximately 500,000 new subscribers/leads and over \$100MM in revenue for online publishers, in addition to providing creative strategy, market positioning, and scalable ideation 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 the 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 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

FOCUS AREAS

Revenue

Generation

Creative Ideation
and Content

Digital and
Creative Strategy

Customer
Journey
Development

Online
Advertising

Email Marketing

Direct Response
Marketing (B2C
and B2B)

Product
Development

Copywriting

Sales Funnel
Design and
Development

Video Production

Online Webinars
(Recorded &
Live)

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 14.9%.

Aduro Solutions / Aduro Capital Management, 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.

Baxter Partners, LLC, West Palm Beach, FL — Managing Partner

Feb 2005 to Nov 2007

Predecessor of Aduro Capital. Established and developed an investor relations service and support framework for small-cap and micro-cap public companies seeking additional funding and visibility in the capital markets.

STS Technologies, LLC, West Palm Beach, FL / Paris, FR — Managing Director

MAR 2003 TO FEB 2005

Co-founded, developed, and expanded corporate operations around a licensed, neural-net technology for fraud prevention in "card-not-present", credit card transactions over electronic networks, in addition to expanding efficient card-present "point-of-sale" transactions. Established domestic operations (West Palm Beach, Florida) and international operations (Paris, France). Profitable company in fewer than 24 months and subsequently sold to a merchant banking firm.

Ini-novum, Inc. Providence, RI / West Palm Beach, FL — Principal

May 2001 to Mar 2003

Responsible for portfolio development and financing for U.S. / German seed stage equity fund focused on commercializing and capitalizing patented technologies emanating from Fraunhofer CRCG, one of over 50 institutes of Fraunhofer-Gesellschaft (FhG), the leader in applied research in Europe with a global patent portfolio exceeding US \$1 billion.

**Quadrant Investment Bankers, Inc./ Quadrant Venture Capital, Inc.,
West Palm Beach, FL — Vice President - Investments**

APR 1998 TO MAY 2001

Instrumental in developing and implementing business and financial strategies for clients in various industries including wireless broadband, e-business solutions, eCRM, financial services and consumer brands. Assisted with the development of the executive team and the investment rationale for the firm's first venture fund.

EDUCATION

Florida Atlantic University, Boca Raton, FL — MBA

JUN 2006 - JUN 2008

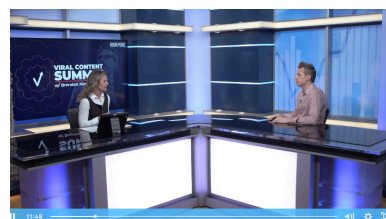
University of Florida, Gainesville, FL — BS, Neurobiology

JUN 1989 - DEC 1992

SAMPLE PORTFOLIO



Viral Content Summit (B2C Webinar): [Video Link](#)
w/ [Brendan Kane](#) Founder Of [Hook Point](#)



Fortune 500 Ceo “Lessons Learned” Series (B2B):
[Video Trailer](#) / [Email](#)

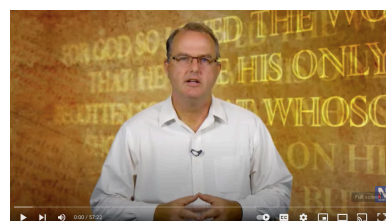
Special Event Webinar Series for Fortune 500 CEOs, Board Members, and Senior Executives sponsored by Tudor Pickering Holt & Co. and JMW Consultants.



The Biblical Money Code (B2C): [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(B2C): [Video](#) / [Html](#)

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: [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 : [Video](#) / [HTML](#) / [Editorial](#)

Highlights & Key Results:

- Generated nearly \$300,000 in one week as



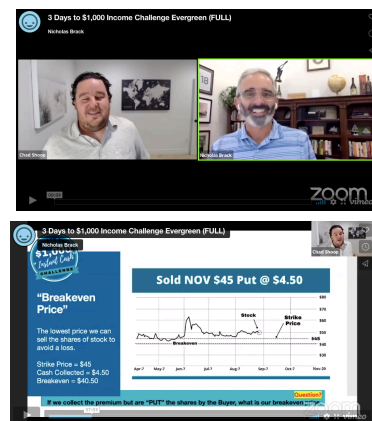
market tanked during H1 2022

- 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
- 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



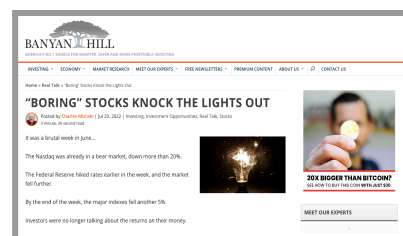
American Prosperity Summit (Copy Chief) : [Video](#)



Free E-Letter

[Real Talk with Charles Mizrahi](#)

(Rebranded as Banyan Edge)



Additional Collateral Copy

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