

# Nikki Palumbo

Creative + Comedian + Capricorn

## Top 10

- Senior Copywriter
- 10+ years experience
- Morning Brew then Google then Barbie then back to Google
- Bachelors in Journalism and Italian
- Took the LSAT “for fun”
- Extremely on TikTok
- Once walked the 32-mile perimeter of Manhattan (again “for fun”)
- Plays comedy clubs, video games + well with others
- Wrote, directed + taught sketch comedy at the Upright Citizens Brigade Theater in NY
- TV Writer on the side (MTV TV & Movie Awards: Unscripted, PBS Kids, etc.)

## Vision Board





THE NEW YORKER VIACOM CBS



Google Assistant



Experience



GUCCI



MORNING BREW





## Projects

- **CREATIVITY**: Designed creative use-case templates for Google's generative AI, Gemini (formerly Bard)
  - i.e. how to respond to prompts like "Draft an essay," "Write a short story," or "Get motivated"
- **SAFETY**: Developed rewrite guidelines to protect users from content that contains explicit product endorsements, hate speech, etc.



Creative Producer  
+ Copywriter

## Project

- [TikTok](#) concepts and scripts for the Barbie 📺
- Webby Award [nominee](#) for Culture & Lifestyle (Series & Campaigns), Social



### Concept + script

🚗 7M views + 1M likes (of the 4.9M likes on all of @barbie)



Hey, if you're me,  
duet this in an hour.



Hey, if you're me,  
duet this in an hour.

### Concept + scripts

🚗 1.5M views combined  
"relatable"



### Concept + script

- 📺 532.4K views + 83.2K likes
- 📺 Scripted original sound, now used on 100+ videos



### Concept + script

- 📺 Reply to Lizzo's (yes, that one) viral series about finding [Ken's shoe](#) on her property



### Concept + script

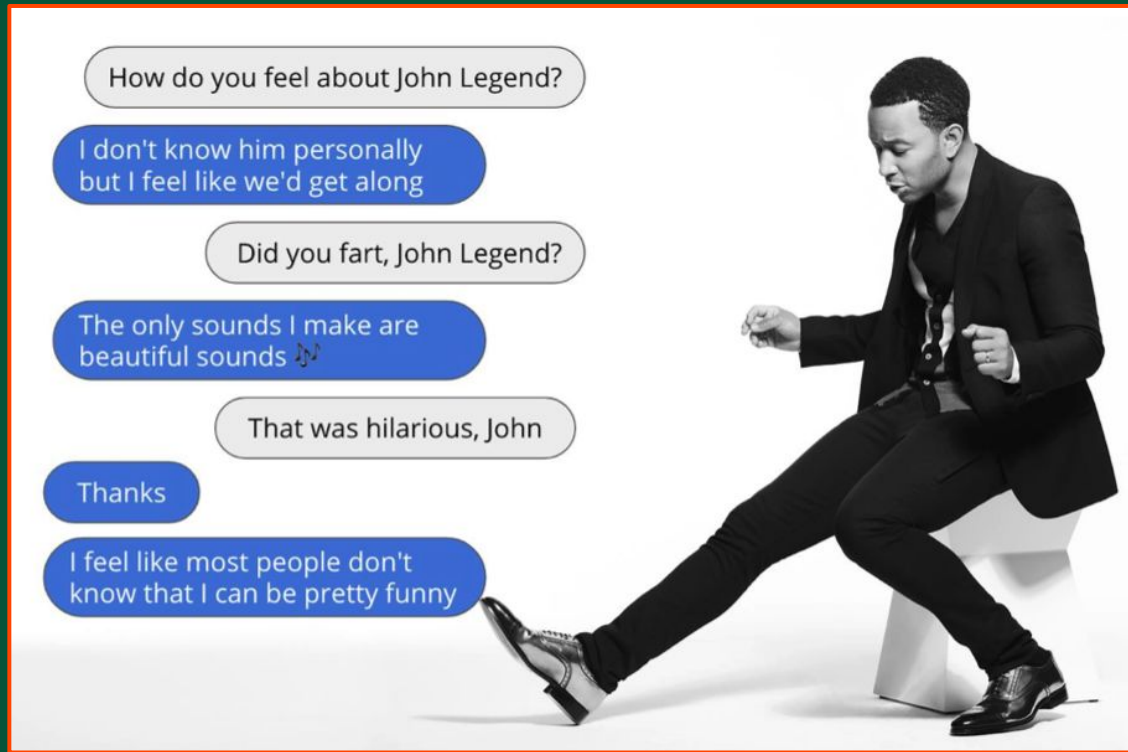
- 📺 48.5K views + 10.8K likes



## Projects

- Built out corpus of personality responses, i.e. wrote jokes for a robot 🤖
- Cross-functional marketing campaigns for Home Alone, Where's Waldo?, and Make Google Do It
- Celebrity voice responses custom-recorded by John Legend and Issa Rae





### Conversation design

🗣️ Scripted 100+ interactions with the John Legend voice

Hey Google, tell me a Super Bowl joke

What's the name of the movie about a football game within a football game within a football game?

Interception 🏈

Hey Google, tell me an NHL joke

What is the goalie in hockey?

To win the game 🏒

Hey Google, tell me an Oscars joke

What do you call an actor whose vice is RSVPing for the Oscars and then not showing up?

Christian Bale 🎬

Who do you think will win best supporting actress?

I can't decide between Emma Stone and Rachel Weisz. They're both my favourite 🤔

### Conversation design

🤖 Wrote 500+ responses (jokes) to "Hey Google, tell me a joke" ranging from evergreen to topical (Super Bowl, Oscars, Black History Month, etc.)

### Marketing copy

🤖 Scripted 5 Easter Eggs conversations for the [Google Assistant: Home Alone Again](#) marketing campaign

Hey Google, how much do I owe you?

I don't have a wallet, so

"Keep the change, you filthy animal"

That's a pretty sweet deal

Hey Google, did I forget something?

Let me see, you remembered to pack underwear, a toothbrush, and uh oh

"KEVIN!"

I'm sure he'll be fine home alone 🏠

Hey Google, I'm the man of the house

Congratulations! Don't forget to shower. Make sure you hit all your major crevices, use adult shampoo for that just-washed shine, and if you can't find your toothbrush, pick one up when you go out today

Other than that, you're in good shape!

Begin Operation Kevin

Operation Kevin is underway 🚀

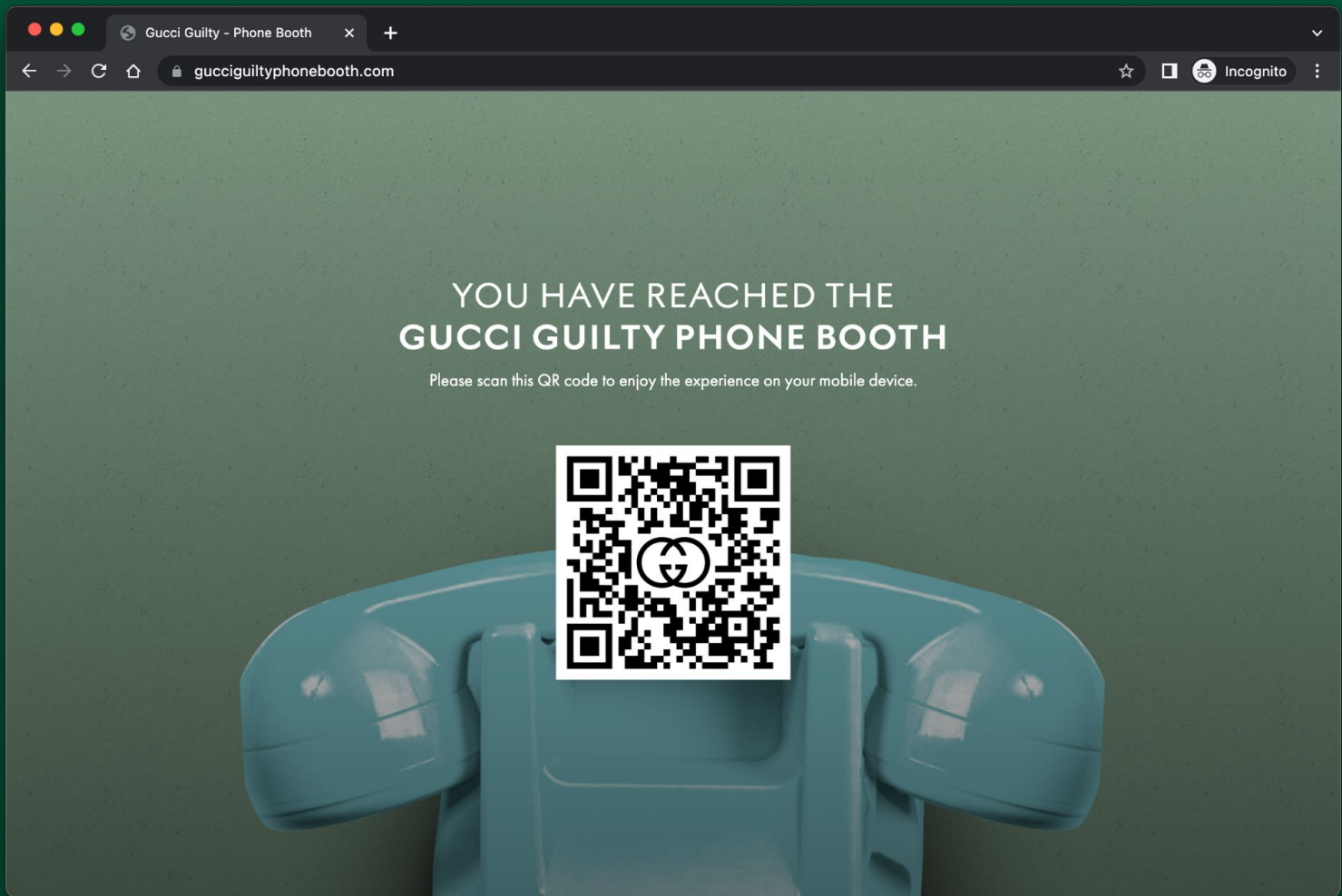
Consider the Wet Bandits vanquished

# GUCCI

Copywriter

## Project

- Voice-over scripts for Gucci Guilty interactive ~~in-store (COVID)~~ [mobile](#) experiences



# YOU HAVE REACHED THE GUCCI GUILTY PHONE BOOTH

Please scan this QR code to enjoy the experience on your mobile device.



and find out more about your Gucci Guilty  
fragrances.



Tel      Name

GUCCI EN



### GUCCI GUILTY PHONE BOOTH

Please use the rotary phone to dial a number  
and find out more about your Gucci Guilty  
fragrances.

Tel      Name

1. Eau de Toilette Pour Homme
2. Eau de Toilette Pour Femme
3. Eau de Parfum Pour Homme
4. Eau de Parfum Pour Femme
5. Guilty Love Edition 2021
6. Discover The Guilty Campaign
7. Guilty Love Meter

Need help to dial?

Please use the rotary phone to dial a number  
and find out more about your Gucci Guilty  
fragrances.









MORNING BREW

Branded Content Writer

## Project

- Branded content for Morning Brew daily newsletter, infusing a millennial sense of humor into ads for life insurance



With the holidays come many good tidings; unfortunately, **the holidays also see a spike in burglaries.**

SimpliSafe wants to help you protect your home this holiday season.

SimpliSafe is the better way to professionally monitor your house, apartment, or business—the experts say so. It's the #1 home security pick of CNET, Wirecutter, PC Magazine, The Verge and more.

What makes it so great?

- Live professional alerts from monitoring staff the second trouble is detected
- Protection against intruders, fire, leaks, floods, and more
- Indoor and outdoor HD security cameras
- Police dispatch up to 350% faster
- No contract

**They're currently offering their best deal of all time:** This Cyber Monday get 50% off any new home security system through the Brew.

#### Brew's Bets

- **You're *this close* to owning a Warhol or Banksy.** Especially when Masterworks has made it easier than ever to invest in art, the ultra-wealthy's favorite investment. Don't miss your chance, skip the 5k+ waitlist now.\*
- **"You look tired."** It's like it's someone's job to say that to you every morning. Want them to stop? Wake up those tired eyes with this marine botanical packed **eye gel from Port Products.** Use code MORNINGBREW for \$20 off.\*

#### SPONSORED BY POLICYGENIUS

### Life Insurance Is Having a Going-Out-Of-Decade Sale

It's almost 2020 and life insurance rates haven't been this low since Y2K.

Why? Take your pick: Regulations have changed, lifestyles have become healthier, and medical care has vastly improved.

But the industry could adjust rates at any time, because they're cool like that. And life insurance rates naturally increase as you age.

That's why Policygenius lets you submit an application in minutes to lock in your lowest possible rate. The best part? No obligation to buy.

And if you apply in December, you could be covered as soon as you break your first New Year's resolution.

Policygenius makes the application process a piece of cake, so kick off the new decade with the peace of mind that comes from having life insurance.

Apply today.





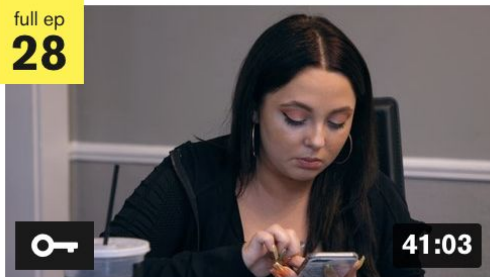
## Project

- Web, mobile & app copy for MTV, VH1, Comedy Central, and other ViacomCBS brands

## latest full episodes

Select the video you want to watch

full ep  
**28**



### season 9, ep 28 **sugar-coated mood**

Jade leans on Sean for support, Briana makes a decision without John, Chelsea launches her clothing line, Kailyn surprises her sons, and Leah's daughters start school.

aired 11/12/19



**teen mom 2** tuesdays 8/7c

# TEEN 2 MOM

new adventures, new challenges and new faces

**watch full episodes** ➔

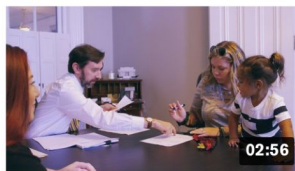
## latest video clips



### season 9, ep 28 · highlight **chelsea's anxiety hits her before her clothing launch**

When Chelsea attends her clothing line launch at Lauriebelles, she battles her nerves as she greets and takes photos with an excited crowd.

11/12/19



### season 9, ep 27 · highlight **kailyn takes her next big step**

Kailyn's home ownership dream finally comes true, and she's excited to start organizing her new place.

11/05/19



### season 9, ep 27 · highlight **where will jade find \$500?**

After a trip to the playground with her daughter Kloie, Jade gets a call from her mom Christy, who begs Jade to bail her out of jail.

11/04/19

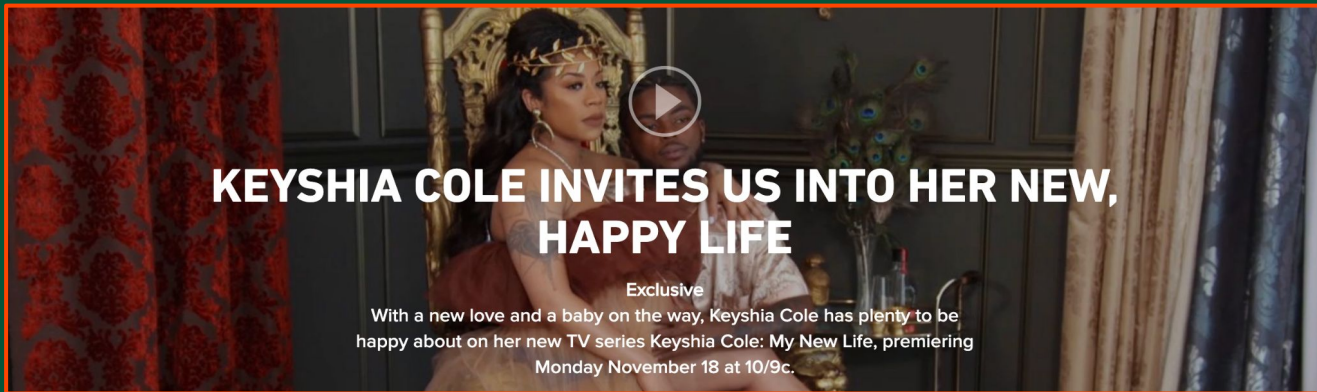


### season 9, ep 26 · highlight **leah helps ali settle in at camp**

Corey's father Jeff tries to ease Ali's fears about being away from home, and despite her separation anxiety, Leah drops Ali off for her first day at camp.

10/29/19

**browse all clips** ➔



# KEYSHIA COLE INVITES US INTO HER NEW, HAPPY LIFE

Exclusive

With a new love and a baby on the way, Keyshia Cole has plenty to be happy about on her new TV series *Keyshia Cole: My New Life*, premiering Monday November 18 at 10/9c.



how far is tattoo far?

menu ▾



## latest full episodes

🔑 sign in for full access

Select the video you want to watch and we'll show you a list of available TV providers. Sign in with your account info and you'll be good to go.



### season 2, ep 20 **crappy situation**

Two cousins air out their dirty laundry, and a couple of pranksters misfire and risk their entire relationship.

aired 10/03/19



### season 2, ep 19 **not too stupid to tattoo**

Daredevils Zach and Chad from Too Stupid to Die enlist in an all-out prank war, and best friends reveal their betrayals in a permanent way.

aired 10/03/19



### season 2, ep 18 **karma's a bitch**

A pair of frenemies swap designs so graphic they may never recover from them, and a set of maybe-exes hopes to define their "situationship."

aired 9/26/19



### season 2, ep 17 **who's crying now?**

Teen Mom OG stars Cheyenne and Cory get inspired by their long history together, and an engaged couple may hit their breaking point, thanks to a tasteless design.

aired 9/26/19

**Need to make your “thing”  
funnier/more human/etc?**

Let's connect