

NICOLE BENNETT

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Experience

Senior Copywriter, The Partnership, 2023 - present

- Clients: The Dairy Alliance, NCH/Naples Comprehensive Health, City of Batesville, Atlanta Urgent Care, Georgia Fruit and Vegetable Growers Association & more
- Demonstrated creative leadership as the only writer at the agency for 8 months
- Concepted and sold through interactive social/digital campaigns garnering millions of impressions
- Helped orchestrate massive rebrand for a healthcare system, including preparing the brand book
- Spearheaded internship program; managed, mentored, and delegated work to copy & art interns

Copywriter, Trade School, 2021 - 2022

- Clients: The Home Depot, Publix, agency social
- Concepted paid & organic social content, an episodic YouTube series ([Shorty Award winner](#)), radio, print
- Lauded by creative leadership for exceeding expectations as well as consistent growth

Copywriter, Superbolt, 2021

- Clients: RoC, Harmless Harvest, Ingredients, Altwell, Callaly, Sheets & Giggles, Stuf, MALIN+GOETZ & more
- Paid social campaigns, landing pages, SEO copy, email marketing
- Consistently produced top-performing content, increasing CTR and ROAS across the board

Co-Author/Editor, *Melee is Broken*, 2020

- Sold >530 copies in first 30 days despite a shoestring advertising budget
- Drafted press releases & promotional social media content
- Featured on a podcast (5k+ listeners) and a virtual roundtable (2k+ live viewers)

Lead Organizer, Smash Sisters, 2018 – present

- Led multiple iterations of a side-event that promoted community & healthy competition amongst gender minorities at 3 major video game conventions (1k+ attendees each)
- Spearheaded running events online broadcasted during a charity telethon that raised \$51k in total for Direct Relief
- Created graphics/posters, social media posts, and raffles to promote events

Editor/Fact-Finder, Melee Panda Global Rankings, 2017 – 2019

- Delivered 100 compelling profiles of the world's best competitive *Super Smash Bros. Melee* players, published on Red Bull's website for an audience of >2 million

Education

The University of Maryland at College Park, 2018 – 2019

- Bachelor of Arts in English, May 2019
- Concentration in creative writing
- Cumulative GPA of 3.77 (Dean's List)

Oberlin College, 2015 – 2017

- Bachelor of Arts Candidate in Creative Writing

Additional Skills

- Adobe Creative Suite (Premiere, Photoshop)
- Monday, Asana, Miro
- Sprout Social