

# NICOLE BENNETT

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## Experience

### Senior Copywriter, Digitas, 2024

- Clients: Walmart (Health & Wellness), Trolli
- Contributed to 3 new business pitches

### Senior Copywriter, The Partnership, 2023 - 2024

- Clients: The Dairy Alliance, NCH/Naples Comprehensive Health, City of Batesville, Atlanta Urgent Care, Georgia Fruit and Vegetable Growers Association & more
- Demonstrated ownership of creative as the only writer at the agency for 8 months
- Concepted & sold through interactive social/digital campaigns garnering millions of impressions
- Worked on a massive rebrand for a healthcare system, including broadcast commercial scripts/storyboards/production & brand guidelines
- Spearheaded internship program & managed a copy intern

### Copywriter, Trade School, 2021 - 2022

- Clients: The Home Depot, Publix, agency social
- 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 content, landing pages, SEO copy, email marketing

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

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

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

- Edited 100 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