

Nikki Braverman, Senior Copywriter

Results-driven writer and marketer specializing in brand strategy, communications, content management, copywriting, and business development. Extensive experience working in consumer goods, hospitality, lifestyle brands, and eCommerce. Highly organized, creative, timely, and versatile.

Integra Beauty, Senior Lead Copywriter

Apr. 2023 - Present | Contract

Responsible for crafting compelling and persuasive copy across various platforms, including website content, product descriptions, email campaigns, and digital advertising. Leads a team of skilled copywriters, helping to create cohesive, on-brand messaging that resonates with our diverse customer base.

- Collaborate with cross-functional teams, including brand, marketing, design, and product, to ensure a seamless and consistent brand voice
- Continuously monitor and evaluate the effectiveness of copy brand guidelines, making necessary adjustments to improve brand messaging and communication strategies
- Ideate, write, and edit persuasive and emotionally compelling copy for product launches, promotions, and campaigns
- Lead brainstorming sessions and creative sessions to generate fresh ideas for marketing initiatives
- Stay up-to-date with industry trends, market insights, and customer preferences to inform and optimize our content strategy
- Guide copywriters, providing constructive feedback for brand voice and fostering professional growth

buybuy BABY, Senior Copywriter

Jul. 2022 - Apr. 2023 | Contract

Plays an integral role in evolving and enhancing marketing messages across all channels, including email, site, print, social, and video.

- Writes engaging copy for cross-channel marketing campaigns, email marketing, print advertising, store signage, website creative, and social media
- Proofreads creative assets as needed to ensure accurate use of grammar, product descriptions, and brand's copy style and voice
- Delivers creative copy on time, on brand, and effectively communicates the messages as outlined by marketing, internal stakeholders, and business objectives
- Works with business partners to obtain outstanding information and ensure all changes provided by stakeholders have been implemented. Swiftly incorporate feedback, comments, and changes from stakeholders
- Works on multiple projects simultaneously, practicing effective communication with team members and managers at all times

Evestar, Senior Freelance Ecommerce Writer

Feb. 2022 - Present

- Crafted compelling copy for website content, product descriptions, email campaigns, and digital advertising
- Worked closely with stakeholders, ensuring on-brand messaging that resonates with diverse customer base
- Collaborated with cross-functional teams to maintain a seamless and consistent brand voice
- Monitored and adjusted copy brand guidelines to optimize brand messaging and communication strategies
- Generated persuasive and emotionally compelling copy for product launches and promotions

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Fort Lauderdale, FL

University of Florida Warrington College of Business

2021 Graduate

Masters of Entrepreneurship

Florida Atlantic University

2011 Graduate

Bachelor of Science | English Literature

Skills

Communication Strategy

Branding

Product Management

Creative Direction

Copywriting

UX Writing

Budget Management

Sales Strategy

Event Planning

KPI Management

Research Development

Team Building/Leadership

SEO Fundamentals

Tools

NetSuite

Salesforce

Shopify

Figma

Microsoft Office

Looker

WordPress

Meltwater

Adobe Suite

Asana

Marketo

Sprout

Wrike

Workfront

Wipster

BoxyCharm, Brand Copywriter & Lifecycle Marketer

Jul. 2021 - Apr. 2022 | Contract

Copywriter specializing in lifecycle marketing for BoxyCharm of BFA Industries, home to the world's largest beauty subscription box. Collaborate with brand, creative, and marketing teams in developing content for digital and lifecycle marketing initiatives.

- Executed email marketing strategies for lifecycle and promotional campaigns
- Drive UX writing projects from ideation, planning, testing, and implementation
- Crafted copy for all mediums including emails, web banners, social, and paid ads
- Established rigorous A/B and multivariate agendas to test content
- Participated in creative briefings to deliver on overall brand strategy
- Managed and developed voice ensuring consistency across all platforms
- Creative evolution – stay up to date with branding and advertising

Spectra Baby USA, Senior Brand Manager

Dec. 2018 - Feb. 2021

Directed the marketing department of a well-respected medical device company tailored for moms. Role included developing brand, creating sales & marketing materials, developing product launches, campaign management, media outreach, partnership curation, and event planning.

- Directed marketing department growth strategies and brand development
- Managed channels for big-box retailers including Target, Bed Bath & Beyond, Amazon, and BuyBuy Baby, consistently maintaining a 98% vendor scorecard
- Budgeted, planned, and coordinated all B2B & B2C Trade Shows
- Responsible for rebranding voice, visual identity, and graphic standards
- Developed content strategy in various formats including social media, ad campaigns, websites, sales materials, and presentations
- Collaborated with clinical department to create strategies for reputation management
- Led influencer campaign management and PR gifting program
- Led strategy development and implementation of PR initiatives

Cake Digital, Creative Strategist

Aug. 2015 - Dec. 2018

Oversaw sales and marketing department that served 10+ businesses. Catered to digital marketing efforts of restaurants, bars & breweries, and hotels in South Florida. Projects ranged from al la carte marketing services to long-term contracts. Curated content including social media, press releases, video, photography, and promotional items.

- Developed clients' digital presence resulting in brand awareness and growth
- Managed events geared towards targeted audience from start to finish
- Provided white-glove service to ensure authentic and effective marketing initiatives
- Produced and coordinated video production to strengthen digital footprint
- Developed brand identity and aesthetic through enhancing voice and asset management

Between 2011 and 2015, I gained experience in diverse roles related to PR, journalism, and marketing following my graduation from FAU with an English degree. As I worked on various creative projects, I discovered my true passion for content management, branding, and writing, which has become my dedicated focus in my professional journey. For additional insights into my early career, kindly refer to my LinkedIn profile.

To view portfolio,
visit nikkibraverman.com

Achievement

UF, GatorNest Program

2021 GatorNest Consultant

1 of 4 students assigned to conduct phase II research for medical device startup, Surf Plasma Inc. in conducting market analysis to support a grant application worth over \$1,000,000 in funding.

Florida Atlantic University

Selected to be an active speaker for the student co-op internship panel.

Certification

Social Media Management

PRSA

Press

Recognized as a leader in social media on cover story for the business section of the Sun-Sentinel | May 2012