

Nikki Braverman, Marketing, Content Creation & Branding

Experienced and results-driven marketer with a focus on content management, communications, and brand experience. Proven ability to enhance brand experiences across diverse industries, including consumer goods, hospitality, lifestyle, and eCommerce.

Walgreens, Senior Brand Copywriter

Dec. 2023 - Present | Contract

- Develop precise clinical copy for pharmacy, adhering to regulatory standards
- Write persuasive ad copy for print, digital, and broadcast media
- Develop compelling eCommerce content driving sales & enhance customer experience
- Plan, create, and publish high-quality content across multiple channels
- Collaborate with marketing, design, and product teams to maintain brand consistency
- Produce SEO-optimized web content for the Walgreens website
- Create informative in-store signage for promotions and events

Integra Beauty, Senior Lead Copywriter

Apr. 2023 - Present | Contract

- 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

- 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 - Feb. 2023

- 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
- 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

Sprout

BoxyCharm, Brand Copywriter & Lifecycle Marketer

Jul. 2021 - Apr. 2022 | Contract

- 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 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

- 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

Travelhost Media, Digital Marketing Director

Feb. 2014 - Aug. 2015

- Developed and executed digital marketing strategies on multiple platforms
- Created and managed social media content
- Directed marketing campaigns through social media, email blasts, and events
- Designed and developed media kits for sales executives
- Organized sales materials including sales sheets and pitch decks
- Crafted copy for ads and edited materials including magazine pre-production

TherapeuticsMD, Associate Product Manager

Feb. 2013 - Feb. 2014

- Communicate with multiple teams to ensure quality completion of projects
- Conducted consumer surveys to garner feedback in order to consistently maintain reputation as a leading vitamin line in the prenatal industry
- Increased sales by strategically designing e-mail campaigns, ads, and materials
- Coordinated and executed plans for company presence at industry trade shows
- Company leader for fundraisers including the American Breast Cancer Society, in which assigned team exceeded \$25,000 goal by 3%

Pelican Grand Beach Resort, Social Media Marketing Manager

Nov. 2011 - Feb. 2013

- Managed and planned all promotions including yelp and TripAdvisor campaigns to increase revenue and digital ratings from 4 to 5 stars
- Engaged social media communities through storytelling and strategy
- Briefed and assisted multiple PR teams on brand and marketing goals
- Prospected and delivered site inspections resulting in increased sales for events
- Created e-blasts, ad copy, and hotel/GM letters
- Represented marketing department at staff meetings and reported sales activity

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

To view portfolio,
visit nikkibraverman.com