

## Nikki Braverman, Senior Copywriter & UX Writer

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.

### buybuy BABY, Senior Copywriter

Jul. 2022 - Present

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

### 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

nikkibraverman@gmail.com

(954) 249-0198

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

### **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

### **Travelhost Media, Digital Marketing Director**

Feb. 2014 - Aug. 2015

Managed and developed marketing calendar and social media goals for online presence of magazine and increased digital exposure for its 100+ clients. Travelhost Media Group serves visitor and local markets, and is a fully integrated media solution that has been growing businesses for over 40 years.

- 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

Collaborated with sales and marketing teams, ensuring all tasks were completed efficiently. Managed multiple marketing projects including product development, competitive analysis, social media, developing ad content, email marketing, and corporate events. TherapeuticsMD is an award-winning pharmaceutical company focused on women's healthcare.

- 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

Launched and managed resort's social media presence and increased revenue through multiple campaigns and promotions. Assisted sales team by being first point of contact and leading site inspections for corporate groups and wedding parties. The Pelican Grand Beach Resort is a 4-star hotel and resort managed by Noble House Hotels and has been recognized as a leading getaway destination by multiple publications including Conde Nast Magazine.

- 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](http://nikkibraverman.com)