

Nicole Proctor

Communicator+

Seattle, WA

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nicoleproctor.com

[LinkedIn.com/in/nicoleaproctor/](https://www.linkedin.com/in/nicoleaproctor/)

+writing samples

+EDUCATION

Master of Arts, New Media Studies

DePaul University

Chicago, IL

Nov 2013 – Feb 2014

Bachelor of Fine Arts, Painting

Southern Illinois University

Carbondale, IL

Aug 2003 – May 2007

+SKILLS

Ideas + creative problem-solving

Interpreting + executing abstract strategies

Proficient in Adobe Creative Suites

Project management

Editing

Stakeholder interviews + research

SEO-dense content crafting

Brand messaging + copywriting

Press releases

Blogging

Speech writing

Ghostwriting

Newsletters

Light graphic design

Event strategy + communications

Thought leadership development

Website management + development

CRM + web-building platform: AEM,

Firmseek, HubSpot + WordPress

Senior Copywriter

Content Matterz | Seattle, WA | February 2022 – Current

- Translate complex SaaS and B2B sales jargon into eloquent copy for blogs, emails, social media, whitepapers, eBooks, and more
- Contribute to internal and external marketing efforts as a writer and editor
- Develop user personas, brand guidelines, and messaging frameworks for internal use as well as for clients

Communications Manager (Consultant)

Lions + Tigers (Microsoft) | Seattle, WA | September 2021 – January 2022

- Managed executive communications for a Senior Director at Microsoft
- Created thought leadership strategy, brand, and content for social media
- Provided copywriting for blogs, social media, and thought leadership

Digital Content Marketer

Schwabe Williamson & Wyatt | Seattle, WA | February 2020 – September 2021

- Lead internal and external communications. Integrated events, awards, business development, and thought leadership into strategic content planning and execution that connected internal and external audiences
- Managed all social media channels for firm and held social media training sessions for attorneys; increased LinkedIn followers from 2,500 to 3,350+; created a firm Instagram account, designed social media graphics
- Effectively communicated to various sectors including compliance, data security and privacy, employment, natural resources, real estate, and others
- Translated complex legal jargon into palatable client marketing materials
- Leveraged metrics, strategy, user experience, and client personas to execute firm's email marketing program
- Modified SEO of existing web pages and integrated into new content while establishing best practices via workshops, templates, and adjustments

Marketing Content Writer (Contractor)

Deloitte/Deloitte Digital | Seattle, WA | February 2019 – February 2020

- Created messaging for various events and marketing materials including taglines, boilerplates, social media, and other sales enablement collateral
- Translated technical content focused on cloud technology and platforms, enterprise-focused machine learning/artificial intelligence, and innovation within the human experience for various internal and customer audiences
- Conducted research and interviews with stakeholders to pen content for Deloitte Digital blog, website, and social media
- Performed SEO audits on Deloitte landing pages and provided content update recommendations
- Copy edited marketing materials including one-sheets, presentations, whitepapers, blogs, landing pages, and other deliverables
- Produced and distributed internal newsletter with duties that included wrangling and condensing content from across a global organization

Web Marketing and Content Writer

Be Found Online | (Remote) Chicago, IL | December 2014 – January 2019

- Crafted original SEO-dense content for blogs, articles, product descriptions, landing pages, and press releases
- Managed social media content for multiple national client campaigns via Twitter, Facebook, and Pinterest
- Assisted with social media strategy and ongoing content generation for both founders' Twitter and LinkedIn accounts

Marketing Manager

Greater Redmond TMA | Redmond, WA | August 2017 – December 2018

- Single-handedly developed an outreach campaign from concept through deployment that featured transit billboards, print/digital ads, landing pages, blogs, mailers, social media campaigns, articles, and radio underwriting
- Implemented an incentive bid that collected over 400 user stories
- Created and distributed multiple newsletters that reached over 23,000 inboxes each month, averaging a 25% open rate
- Concepted and produced all digital content and print collateral including mailers to over 10,000 homes, newsprint and magazine ads distributed to over 120,000 recipients, social media campaigns, and events materials