

Nicole Proctor

Communicator+

Seattle, WA

"I love pinpointing where copy, creativity, and execution converge."

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[Nicoleproctor.com](https://www.nicoleproctor.com)

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+Writing samples

+Education

Master of Arts, New Media Studies
DePaul University
Chicago, IL

Bachelor of Fine Arts, Painting
Southern Illinois University
Carbondale, IL

+Skills

Creative problem-solving
Content marketing strategy
Interpreting abstract ideas
Project management
Editing
Stakeholder interviews + research
SEO-dense content crafting
Brand messaging + copywriting
AI prompt writing
Press releases
Blogging, speech + scriptwriting
Ghostwriting
Newsletters + email marketing
Light graphic design
Event strategy + communications
Thought leadership development
Website management + development

+Tools

Adobe Creative Suites
Google Workspace
Zoom, Teams, Slack
Wrike, Asana, Basecamp, Figma
AEM, Firmseek, HubSpot, WordPress
Canva
ChatGPT

+Industries

Technology/SaaS
Construction
Cybersecurity
Energy
Financial
Legal
Life Sciences
Lifestyle
Sustainability
Transportation

Senior Copywriter

Content Matterz | Seattle, WA | February 2022 – Current

I lead internal and external copy creation for a B2B content marketing agency that serves clients in tech, SaaS, and professional services.

- Want to make cybersecurity sexy? Done.
- Need SEO-friendly copy for enterprise asset management software that delivers personality across blogs, case studies, whitepapers, eBooks, reports, guides, social media, and infographics? I'm your person.
- Creative direction and copy for animated LinkedIn ads? I gotchu.
- Does your website need to be rewritten in less than a week? Let's go!

Oh, and I manage integrated campaigns, too.

Communications Manager (Consultant)

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

I peeked inside the Microsoft universe for a short-term contract to help a senior executive through a complex time and rebrand their social media persona.

Digital Content Marketer

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

Law firm marketing teams are a strange beast: lawyers can be...opinionated, and you constantly must satisfy sooo many different stakeholders. There were things I absolutely loved about this job:

- Implementing and managing a successful social media program.
- Improving the website, both content and SEO.
- Creating a weekly internal newsletter to showcase good happenings in the firm (and give visibility to our marketing efforts).
- Up-leveling the quality of work produced by my whole team.
- Refining the entire email program to be more elegant and effective.

I added creativity and polish to a firm that just needed someone to take the lead and do the things, and believe me, I did all the things and did them efficiently.

Marketing Content Writer (Contractor)

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

My time at Deloitte was an absolute gift. I thoroughly enjoyed spending my day-to-day on a kick-ass creative team. Not only did I get to

- Write and edit messaging, blogs, case studies, reports, presentations, scripts, thought leadership, newsletters, emails, RFPs, and more,
- I also collaborated across teams and gained channel and partner marketing exposure while working with senior leadership.
- I supported a global social media team and performed SEO audits and improvements.

Notably, I augmented the comms team (they let me do a newsletter!).

Web Marketing and Content Writer

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

For five years, I freelanced for a company that helps its clients do what it's called: be found online. That meant:

- Crafting compelling B2C content through SEO-centric blogs, bottom copy, product descriptions, social media, and articles.

I also partnered closely with both founders for thought leadership strategy.

Marketing Manager

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

I did all the champagne-inspired things on a Highlife budget (aka a grant):

- I led a multi-quarter campaign that featured transit billboards, print/digital ads, landing pages, blogs, mailers, social media campaigns, articles, and radio underwriting.
- One campaign collected 400+ user stories for web and social media.
- My monthly newsletters reached 23,000+ inboxes at a 25% open rate.

In this role, I 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 event materials.