

Nicole Proctor

Communicator+

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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 and creative problem-solving

Interpreting and executing abstract strategies

Proficient in Adobe Creative Suites

Project management

Editing

Stakeholder interviews and research

SEO-dense content crafting

Brand messaging and copywriting

Blogging

Speech writing

Ghostwriting

Newsletters

Light graphic design

Website management and development

CRM and web-building platform

experience that includes AEM,

Firmseek, and WordPress

Event strategy and communications

Thought leadership development

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
- Consulted with PR agency to manage earned media and relationships

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

Office Hero

CleanTech Alliance | Seattle, WA | February 2015 – August 2016

- Created web marketing materials and graphic assets for digital and print
- Grew social media following on Twitter from ~300 to over 1,200 followers, ran paid/organic campaigns, distributed content to community partners
- Enabled Executive Director, day-to-day operations, and managed event registration and day-of activities