





ELISABETH  
NICHOLS

CREATIVE MARKETER

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EXPERIENCE

- WALKER SANDS

Senior Copywriter: April 2024 - present

Copywriter: Sept. 2022 - April 2024

Senior Content Specialist: Jan. 2022 - Sept. 2022

  - Collaborate with peers from across Creative, Design, Social, Copy, PR, Demand Gen and more to develop and execute unique marketing concepts for B2B and tech brands that target business outcomes like brand awareness, audience engagement and lead generation
  - Craft copy for full-funnel activations across owned and paid channels, including live-action and animated videos, digital ads, landing pages and social media
  - Design comprehensive brand and executive channel strategies in partnership with social media strategists; define content strategy, voice and tone guidelines
  - Lead post, graphic and newsletter copy development for multiple social media programs; tailor social content to clients' LinkedIn, X, Facebook, Instagram and YouTube audiences
  - Edit 25-60 weekly posts and two monthly newsletters for two junior copywriters across four social programs
  - Support brand strategists on strategy, naming and messaging projects
  - Develop messaging frameworks for internal and external use based on client, customer and competitor insights; present programs to variety of executive stakeholders
  - Interview thought leaders to source insight for brand assets and executive social content
  - Film and produce short-form video content for agency's social media channels
  - Shape agency's evolving GenAI policies, identify high-impact use cases and encourage departmental innovation as member of Early AI Adopters Committee
  - Balance competing urgent deadlines with Trello
  - Managed an intern (Summer 2024)

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MARCH COMMUNICATIONS

Multimedia Specialist: Oct. 2020 - Jan. 2022

Content Associate: Aug. 2019 - Oct. 2020

Multimedia and Content Intern: May 2019 - Aug. 2019

- Led content strategy, development and project management for B2B content programs, which included copy, graphic design and video
- Launched and produced two podcasts: *The Microsecond Mindset* and *The Innovator's Mic*
- Won a 2020 Hermes Gold Creative Award

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MIT ALUMNI ASSOCIATION

Strategic Communications Assistant: Summers 2017 & 2018

- Concepted and wrote blog and organic social content
- Interviewed notable alumni for stories in *MIT Technology Review*

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THE DEFENDER

Executive Editor: Sept. 2017 - December 2018

- Led newspaper production (circulation: 3,000) and managed 40+ reporters and editors
- Received New England Top College Journalist Award

QUICK HELLO

I shape compelling, outcome-based stories across complex industries like tech, cybersecurity and supply chain.

[Click here](#) to see how I turned excess cloud spend into a mysterious whodunit, led omnichannel social copy and creative strategy for a Fortune 10 brand and more.

BRAND HIGHLIGHTS



SKILLS

- Copywriting and editing
- Creative conceping and strategy
- Brand strategy and messaging
- Video and podcast production (Adobe Premiere and Audition)
- Graphic design (Adobe InDesign and Illustrator, Canva Pro)

VOLUNTEER WORK

PR CLUB

Board of Directors: Sept. 2020 - Aug. 2024

Boston, Massachusetts

ST. MICHAEL'S COLLEGE ALUMNI BOARD

Board of Directors: Sept. 2019 - Sept. 2021

Burlington, Vermont

EDUCATION

B.A. MEDIA STUDIES, JOURNALISM AND DIGITAL ART

St. Michael's College | Burlington, Vermont

- Honors Program
- Semester abroad in Copenhagen, Denmark