

ELISABETH NICHOLS

CREATIVE MARKETER & COPYWRITER

☎ (508) 897-9393

✉ elis.od.nichols@gmail.com

📍 Boston, Massachusetts

🌐 elisabethnichols.com

EXPERIENCE

■ ABNORMAL AI

Creative Copywriter & Associate Creative Strategist: June 2025 - present

- Lead creative concepting and copy development across the buyer journey to drive awareness, pipeline generation and engagement among security leaders and practitioners
- Establish creative strategy as a new organizational capability that combines insights, ideas and execution to achieve business outcomes
- Design workflows to unify brand, creative, product marketing, revenue marketing and content teams; improve clarity, velocity and consistency from brief through launch
- Translate ongoing market, audience and performance analysis into revised creative direction and messaging
- Develop brand narratives that reflect Abnormal's evolving market position and aspirations
- Accelerate creative exploration and scale copy production with AI tools

■ WALKER SANDS

Senior Copywriter: April 2024 - June 2025

Copywriter: Sept. 2022 - April 2024

Senior Content Specialist: Jan. 2022 - Sept. 2022

- Collaborated 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
- Crafted copy for full-funnel activations across owned and paid channels, including live-action and animated videos, digital ads, landing pages, email and social media
- Owned social media creative strategy and execution for more than 10 brand and executive programs; defined voice and content direction, wrote platform-specific copy and edited 25-60 weekly posts and two monthly newsletters for junior copywriters
- Partnered with brand strategists on strategy, naming and messaging projects; translated client, customer and competitor insights into actionable frameworks; presented programs to variety of executive stakeholders
- Interviewed thought leaders to source insight for brand exercises, campaign assets and executive social content
- Shaped agency's AI policies and identified high-impact use cases as a member of Early AI Adopters Committee
- Balanced competing urgent deadlines with Trello
- Managed a copywriting intern (Summer 2024)

■ 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

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.

AGENCY HIGHLIGHTS



SKILLS

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

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