

ELISABETH NICHOLS

SENIOR B2B COPYWRITER & BRAND STRATEGIST

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EXPERIENCE

■ IANS

Senior Copywriter: April 2026-present

- First in-house copywriter, establishing mature brand narratives, voice and copy workflows to elevate the IANS brand and drive awareness, engagement and demand among security leaders
- Developed a 26-page style guide and AI agents to scale brand narrative, copy standards and channel best practices across marketing content
- Produce or review an average of 30 copy assets per week across web, email, social and digital ad channels; ensure messaging is clear, audience-centric and aligned to business priorities
- Partner with Demand Generation, Product Marketing, Design, Sales, Content, Events, Research, expert InfoSec faculty and the C-suite to translate practitioner insight into cohesive campaign concepts and differentiated channel activations across the buyer journey
- Created IANS' first campaign brief and standardized concept framework; applied to two segment-focused campaigns and an AI product launch

■ ABNORMAL AI

Copywriter & Associate Creative Strategist: June 2025-February 2026

- Led creative concepting and copy development across the buyer journey to drive awareness, engagement and pipeline generation among security leaders and practitioners
- Helped establish creative strategy as a new organizational capability, connecting market insights, audience pain points, product differentiation and campaign objectives into clear creative direction
- Partnered across Brand Creative, Product Marketing, Communications, Content, Revenue Marketing and Digital to align messaging from brief through launch and improve clarity, velocity and consistency
- Turned Abnormal's founder-led company narrative into a messaging system and single-slide framework in my first month; developed AI agents to help teams apply approved positioning across marketing content
- Repositioned Abnormal Innovate 2026 messaging to support a customer-centered AI and cybersecurity experience, which generated \$21M+ in gross pipeline
- Accelerated creative exploration and scaled copy production with AI tools; developed custom GPTs to empower other teams

■ WALKER SANDS

Senior Copywriter: April 2024-June 2025

Copywriter: September 2022-April 2024

Senior Content Specialist: January 2022-September 2022

- Collaborated with peers 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 marketing strategy, naming and messaging projects; translated client, customer and competitor insights into actionable frameworks for executive stakeholders
- Shaped agency's AI policies and identified high-impact use cases as a member of Early AI Adopters Committee

■ MARCH COMMUNICATIONS (acquired by Walker Sands in 2022)

Multimedia Specialist: October 2020-January 2022

Content Associate: August 2019-October 2020

Multimedia and Content Intern: May 2019-August 2019

- Led content strategy, development and project management for B2B content programs, which included copy, podcast, design and video

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

- Brand narrative & messaging strategy
- Copywriting and editing
- Creative concepting and strategy
- Brand voice development and governance
- Executive and brand social media
- AI-assisted workflows

VOLUNTEER WORK

PR CLUB, BOARD OF DIRECTORS
2020-2024
Boston, Mass.

ST. MICHAEL'S ALUMNI BOARD
2019-2021
Burlington, Vt.

EDUCATION

B.A. MEDIA STUDIES, JOURNALISM AND DIGITAL ART
St. Michael's College | Burlington, Vt.

- Honors Program
- NENPA Top College Journalist Award