

EMILY E. NICKERSON

Award-winning copywriter. Detail-driven problem solver. Strategic storyteller.

I write compelling copy that inspires, informs and sells, continually sharpening my craft through collaboration with talented teams of passionate makers.

Whirlpool Corporation
7/21 – Present

Senior Copywriter, WoW Studios Content + Commerce Team

- Launched 2022 KitchenAid Color of the Year, driving record traffic to brand website and boosting D2C revenue
- Concepted and executed global playbook for Blossom Design Series Stand Mixer, delivering record first-day sales at U.S. exclusive retail partner
- Established “fun to” approach for KitchenAid brand how to videos, going beyond informing and educating to inspiring with new techniques
- Developed message manager training for use in onboarding new writers
- Continually raising the bar on creative effectiveness and efficiencies through strong collaboration with strategy, art, production and account partners

11/18 – 7/21

Copywriter, KitchenAid Creative Team

- Lead writer for KitchenAid brand cooking, dishwasher and refrigeration product launches
- Expanded role of product content at key points in consumer decision journey through catalog redesign, new online video formats and in-store displays
- Elevated product content from technical specs to meaningful consumer benefits, creating consistency between lower funnel assets and masterbrand campaign
- Awarded 2021 Gold Reggie for New Product or Service Launch; 2021 ANA In-House Excellence Grand Prize Winner for Integrated Campaigns and Category Winner for Significant Results; 2020 Gold In-House Agency Forum Creativity Award

Aisle Rocket Studios
8/14 – 11/18

Senior Copywriter / Social Media Manager

- Lead writer for in-store and online activation of hero product launches, including Whirlpool brand laundry and smart kitchen appliances
- Lead writer and social media manager for SWASH brand transition, delivering 48% YOY sales increase during key holiday sales event
- Collaborated with designers, developers and video editors on everything from online videos, digital ads and web content to in-store displays, sales communications and training publications
- Clients included Whirlpool, Maytag, Amana, JennAir, Gladiator, Affresh and SWASH brands

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**Consumers
Credit Union**
11/12 – 8/14

Digital & Social Media Coordinator

- Boosted social media presence to rank on The Financial Brand Power 100 as 1 of only 3 credit unions with double-digit Facebook engagement
- Launched ConnectU financial education series with #31DaysCUSave campaign, increasing blog views by 62% over previous highest month
- Planned and executed Consumers CU Room Redo Pinterest campaign, driving two months of record home equity loan applications
- Managed online editorial calendar, social media strategy and publication of monthly newsletter mailed/emailed to 55,000+ members
- Awarded 2014 CUES Golden Mirror Awards in Social Media and Financial Education categories

The Muse
8/11 – 9/13

Columnist / Associate Editor

- Wrote original articles with pickups by *Forbes*, *The Huffington Post* and *Mashable*
- Managed relationships with columnists and freelancers to source relevant, timely content
- Edited articles for consistent voice throughout site

Education

Bachelor of Arts, Magna Cum Laude, English and Spanish
Hope College