

# Nicole Milliner

## Copy Manager

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### Nicole Milliner

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### Skills

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Content Lead with over ten years experience in marketing, advertising, and branding. A creative at heart with a head for business, I absolutely love what I do and it shows in every aspect of my work.

Clients: Apple, Google, Walmart, Macy's, Safeway, Cost Plus World Market, and more.

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### Experience

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#### Grand Rounds / Sr. Mngr. of Copy and Creative

JAN 2018 - PRESENT, SAN FRANCISCO

I am crafting the brand voice and responsible for all consumer-facing content. Duties have included scripting and overseeing the production of the company video, strategizing cross-channel marketing campaigns, UX and UI writing, naming of products, brand development, and more.

#### AKQA / Senior Copywriter - Apple Account

AUG 2016 - JAN 2018, SAN FRANCISCO / SUNNYVALE

Administratively, I mentored junior / mid-level copywriters, managed projects, processes, and client relationships. From a creative perspective, I cannot disclose any further information at this time.

#### Beyond / Senior Copywriter - Google Account

AUG 2015 - MAY 2016, MOUNTAIN VIEW

Part of a dedicated, embedded team. Execute UX strategy and content creation for Google Store web pages, and all digital and email marketing.

#### Google Express / Content Strategist (Contractor)

APR 2015 - AUG 2015, MOUNTAIN VIEW

Strategized and executed all content development for Google Express.com.

#### Swirl / Senior Copywriter - Walmart Account

NOV 2014 - APR 2015, SAN FRANCISCO

Conceptualized, strategized and wrote copy for banner ads, social media posts, video scripts and more. Light, on-set art direction

#### Epsilon / Lead Copywriter - Google Account

MAR 2013 - NOV 2014, SAN FRANCISCO

Managed creative work for New Business Acquisitions, with a focus on email marketing initiatives for the following Google products: Google Analytics, Google Maps, Google Play, Android / Nexus, and YouTube.

**Cost Plus World Market / Freelance Copywriter (Contractor)**

JAN 2012 - DEC 2015, OAKLAND

Content creation for style guides, and product description copy for the Cost Plus World Market e-commerce website.

**Safeway / Copywriter**

OCT 2009 - FEB 2012, PLEASANTON

Brand development, marketing, and advertising for the chain of grocery stores under the Safeway Corporation, across all channels.

**Macy's / Copywriter**

SEP 2007 - MAY 2009, SAN FRANCISCO

Created short and long-form marketing content for Macy's west coast ROP ads. Became proficient in Adobe InDesign.

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**Education**

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**San Francisco State University / B.A. in English**

2002 - 2005, SAN FRANCISCO

Major in English: Creative Writing with a Minor in Religious Studies.

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**References**

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Kenny Lee, Associate Creative Director  
Apple  
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408-421-1161

Dave Ulrich, Creative Director  
Elephant  
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415-283-5147