

NICKLAS PRIETO

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COLLEGE

Bachelor of Art, English
California State University,
Los Angeles

Graduated 2011

POSTGRAD

The Book Shop
Portfolio School
Los Angeles

Attended 2013 - 2014

SKILLS

Writing Fire Copy
Editing Bad Copy
Content Production
Editorial Management
Search Optimization

TOOLS

Google Suite
Adobe Creative Suite
Figma
WordPress
AP Style

BIRD

Copywriter || September 2019 - April 2020

- Wrote and optimized messaging for rider, charger, retail and government audiences
- Worked on emails, social media and print materials for external and internal communications
- Crafted names and taglines for new products, services, campaigns, teams, etc.
- Created and updated in-app flows, messaging, feature names, microcopy, etc.
- Worked with internal departments and external partners to ensure consistency in brand voice

AMAZON (RING)

Senior Copywriter || June 2016 - September 2019

- First writer for the Ring brand—created voice and style guidelines, taglines, feature names, etc.
- Led messaging for all product launches, marketing campaigns and app releases
- Wrote copy for landing pages, partner sites, packaging, retail, content, direct, print, etc.
- Vetted, onboarded and trained new writers in brand style and messaging
- Advised and approved messaging for all consumer-facing verticals

INTUIT

Copywriter | Content Manager || December 2013 - June 2016

- Wrote digital content, banners, landing pages, emails and video copy for Quickbooks
- Supervised a team of writers, designers and editors to produce SEO and creative content
- Managed production of content and campaigns for other in-house brands
- Partnered with outside companies to create co-branded content and campaigns
- Created and managed the brand style guide for Quickbooks SEO content

DOCSTOC (Acquired by Intuit)

Copywriter | Content Manager || July 2013 - December 2013

- Wrote digital content, banners, emails, e-books, infographics and SEO articles
- Hired and managed a team of writers and editors to produce SEO content
- Managed and created content for email newsletters and social media
- Partnered with outside companies to create co-branded content and campaigns
- Created and managed the style guide for all editorial content

BLEACHER REPORT (Acquired by Turner Sports)

Content Editor || July 2011 - June 2013

- Edited sports articles and slideshows for grammar, style, content and SEO
- Wrote headlines and subheaders for articles and slideshows
- Managed and advised writers on brand style and copy best practices
- Trained in AP Style, content management and SEO
- Worked under strict deadlines