

Nick Say

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EXPERIENCE

Senior Copywriter, UX Writer, Content Strategist Citibank | Dec 2022 – Present

- Senior writer for the ATM, Citi Design System, Rewards, and Citi Retail Services teams, ensuring brand voice and UX consistency
- Lead writer for the **global ATM user experience**, partnering with design to improve usability
- Recognized as a top writer for landing pages and product pages with **22MM+ monthly visits** across web and mobile
- Lead content writer for Rewards credit cards supporting **80MM+ cardholders**
- Write marketing and UX copy for Citi-issued credit cards for **multiple major retailers**, including Home Depot, Macy's, L.L.Bean, and Best Buy
- Frequently tapped for urgent, high-visibility cross-team initiatives

Freelance Copywriter & Content Writer Self-Employed | Feb 2016 – Present

- Increased organic traffic **11.5%** and generated **600+ qualified leads** in 12 months through targeted SEO articles
- Create conversion-focused content for Fortune 500, fintech, e-commerce, and B2B clients
- Write and consult on landing pages, UX copy, digital ads, and email campaigns that increase engagement and conversions

Copywriter & Content Writer Sam's Club | Aug 2022 – Dec 2022

- Increased CTR by **12% YoY** with conversion-focused copy for web banners, email drip campaigns, landing pages, SMS ads, and product descriptions
- Crafted holiday campaign copy outperforming the previous season's by **6% gross response rate**
- Wrote in-club radio scripts to promote holiday products to a captive audience

Senior Copywriter & UX Writer Citibank | Jun 2021 – Aug 2022

- Served as sole writer for the Credit Card Rewards team, creating landing pages, mobile app content, and UX copy to increase engagement
- Co-developed the Citi Digital Copy Style Guide, now the company's standard
- Led copy for [Citi Travel](#), a new Rewards product generating **\$24MM+ in new revenue**

Creative Director Sophos Marketing | Jun 2018 – Jan 2021

- **Defined brand messaging and voice** across all marketing channels
- **Directed all client creative** using customer insights and A/B testing

- Wrote, designed, and animated display ads for **200+ clients**, including NTT DATA, 7-Eleven, ESPN, Embassy Suites, Expedia Cruises, and The University of North Texas
- Designed, wrote, and developed a responsive website in Webflow from scratch
- Managed, monitored, and optimized the company's advertising campaigns across SEM, email drip, social, print, and connected TV

Senior Copywriter & Content Writer Capital One | Oct 2016 – Jun 2018

- Senior writer for Auto Navigator, Capital One's core auto finance product, leading messaging strategy and managing a team of junior copywriters
- Generated **\$17MM+ in new loan originations** with audience-segmented SEM copy
- Wrote programmatic display copy generating **65,000+ clicks** from **20MM impressions (.3% CTR)** during a **three-month campaign**
- Launched the Auto Content team, boosting engagement to **18%** within three months
- Conceptualized and wrote direct mail campaigns that outperformed legacy creative by **10% gross response rate**

Account Coordinator, Copywriter McCarthy Advertising | Mar 2014 – Feb 2016

- Wrote scripts, press releases, SEM ads, banners, landing pages, email campaigns, direct mail, and print ads
- **Directed monthly TV and radio ads**, managing talent, locations, and post-production
- Directly managed **15 accounts**, proposing advertising goals and creative concepts to clients
- Monitored campaign ROI using lead-based data and analytics

EDUCATION

Bachelor of Arts, Journalism & Advertising
University of Oklahoma (Norman, OK)
Minor in Spanish

SKILLS

Core: Copywriting, content writing, content strategy, brand strategy, UI/UX writing, copy editing, proofreading, TV and radio scripts

Media: SEM, SEO, digital, web, social, print, direct mail, broadcast

Other: Creative direction, content design, project management, analytics, consumer insights, AP Style, Chicago Style

Tech & Tools: Figma, Adobe CC (Photoshop, Illustrator, InDesign, After Effects), Webflow, AEM, Jira, Confluence, Asana, MS 365 Enterprise