

Nick Say

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SUMMARY

For 12+ years as a professional writer, my work has delivered results: \$17M+ in loan originations, 65K clicks from 20M impressions, an 11.5% increase in organic web traffic, a 10% lift in direct mail GRR.

I've led brand strategy for B2B startups and owned end-to-end multimedia campaigns for Fortune 100 audiences.

When a project calls for audience-first content that's on-point and delivered on time, I'm the writer product and design partners turn to.

EXPERIENCE

Senior Copywriter & Content Writer | Citibank | Dec 2022 – Present

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

Lead Digital Copywriter & SEO Writer | Contract Consultant | Mar 2024 – Sep 2026

- Hired as a short-term digital writing consultant for an insurance company; contract extended to 2.5 years
- Contributed to **\$3.14M** in new insurance sales through organic web traffic
- Helped generate **18,232 organic insurance prospects** from January 2025 through July 2026
- Increased organic traffic to SEO articles by **46% YoY**
- Wrote **80+ net-new articles and product pages**, boosting insurance applications by **28%**
- Served as the **sole copywriter** for all insurance products, including Home Quote, Auto Quote, Commercial/Agricultural Quote, and the client Self-Service portal
- Crafted new-client onboarding and lifecycle emails with **CTRs ranging from 4.6% to 5.8%**

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

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

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

- Led writing for the Credit Card Rewards team, creating landing pages and mobile content for the **Costco Anywhere Visa**, **American Airlines AAdvantage**, and **AT&T Points Plus by Citi** cards

- **Launched and led content strategy** for [Citi Travel](#), a new Rewards product generating **\$38M+ in revenue**
- Co-developed the Citi Digital Copy Style Guide, now the company's standard

Creative Director | Sophos Marketing | Jun 2018 – Jan 2021

- Helped launch the startup from the ground up as its **first hired employee**
- Defined, developed, and honed the company's entire **brand messaging and creative strategy**
- Wrote, designed, and animated display ads for **200+ clients**, including NTT DATA, 7-Eleven, ESPN, Embassy Suites, Expedia Cruises, and University of North Texas
- **Directed all client creative** using customer insights, and refined messaging with A/B creative testing
- Designed, wrote, and developed the company's website from scratch in Webflow
- Managed and optimized Sophos' advertising campaigns across SEM, email, social media, print, and connected TV, increasing **ROAS from 2.4x to 3.1x**

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

- **Launched and led messaging strategy** for Auto Navigator, Capital One's core auto finance product, managing a team of junior copywriters
- Designed and led an audience-segmented SEM campaign generating **\$17M+ in loan originations**
- Wrote programmatic display copy generating **65,000+ clicks** from **20M impressions (0.3% CTR)**
- **Launched the Auto Content team** and boosted engagement to **18%** within three months
- Conceptualized and wrote direct mail campaigns that **increased gross response rate by 10%**

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
- **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

Minor in Spanish

University of Oklahoma (Norman, OK)

SKILLS

Core: Copywriting • Content Writing • Content Strategy • Brand Strategy • UI/UX Writing • Copy Editing • Proofreading • Scriptwriting (TV, radio, video voiceover)

Media: SEM • SEO • Digital • Web • Social Media • Print • Direct Mail • Broadcast

Other: Creative Direction • Content Design • Project Management • Analytics • Consumer Insights • AP Style • Chicago Style • ADA Guidelines

Tech & Tools: Figma • Adobe CC (Photoshop, Illustrator, InDesign, After Effects) • CMS Applications (Webflow, Adobe Experience Manager) • Jira • Confluence • Asana • MS 365 Enterprise