

Nick Say

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SUMMARY

In 12+ years as a professional writer, my work has delivered results. \$17M+ in loan originations, 65K clicks from 20M impressions, a 46% YoY leap in organic SEO traffic, and 10% lift in direct mail GRR, to name a few.

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

When a project calls for on-point, audience-first content delivered under tight deadlines, 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
- Go-to writer for **memorable taglines, sharp headlines**, and copy that **punches through clutter**
- Own writing for Citibank's **global ATM experience**, partnering with design to improve usability
- Recognized as a top writer for landing pages and product pages with **22M+ monthly visits** across web and mobile
- Senior copy strategist for Rewards credit cards supporting **80M+ cardholders**
- Write copy for Citi's co-branded credit cards with major retailers, including **Home Depot, Macy's, L.L.Bean,** and **Best Buy**

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

- Write email, SEO, and other digital copy for **B2C** and **B2B** clients, with **engagements often lasting 2+ years**
- Contributed to **\$3.14M** in new sales through organic web traffic
- Helped generate **18,232 organic prospects** from January 2025 through July 2026
- Increased organic traffic to SEO articles by **46% YoY**
- Authored **80+ net-new articles and product pages**, boosting online applications by **28%**
- For an insurance client, served as the **sole writer for core 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 • SEO Writing • Long-Form Content • Email Writing • B2C Copy • B2B Content • Conversion Copywriting • Landing Page Optimization • Scriptwriting • Product Detail Pages (PDPs) • Product Listing Pages (PLPs) • UI/UX Writing • Messaging Strategy • Brand Strategy • Editorial Strategy • Voice & Tone Development

Media: SEO • SEM • Email Marketing • B2C • B2B • Lifecycle Marketing • Content Marketing • Digital Marketing • Web Content • Social Media • Print • Direct Mail • Broadcast

Other Skills: Creative Direction • Campaign Strategy • Content Strategy • Content Design • A/B Testing • Analytics • Consumer Insights • Project Management • Cross-Functional Collaboration • AP Style • ADA Guidelines

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