

Nicole Groessel

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Dynamic copy editor with more than 15 years of experience editing marketing, advertising, and social content for leading brands. Expert at managing copy flow, correcting grammatical and punctuation errors, performing extensive fact-checking, and switching rapidly between multiple, fast-moving projects and deadlines all while maintaining the writer's creativity.

Past and Present Clients: Microsoft, Oracle, Dollar Shave Club, Intel, Adidas, Nike, F5 Labs, TD Ameritrade, Metropolitan Grill, Levi's, Starbucks, Heineken, Umpqua Bank, Amazon, The Honest Company, Rackspace, Coca-Cola, Expedia, Xbox, Columbia Sportswear, Pendleton, IGLOO, Mercer Advisors, Providence Health, Reed College, Fred Meyer Jewelers, Banfield Pet Hospital, Banner Bank, and many others.

Professional Experience

Contract Proofreader and Copy Editor at Microsoft through Team Red Dog (January 2018 to present).

- Collaborate with the Microsoft 365 Studio team to tell consumer-facing stories in the Microsoft brand and voice
- Ensure all written materials produced in the Studio are clear, correct, and consistent, while protecting the creative spirit of a given piece
- Assist in writing newsletter and blog content, including Kirk Koenigsbauer's "New to Microsoft 365" monthly blog

Copy Editor at Willamette Week (January 2017 to February 2018)

- Copy edited Portland's alternative weekly newspaper featuring local arts and culture stories
- Worked with writers to ensure clarity and consistency, while making last-minute revisions in InDesign
- Performed extensive fact-checking to maintain accuracy of statements and claims

Contract Copywriter at Fred Meyer Jewelers (December 2016 to January 2018)

- Wrote seasonal catalog content for a national fine-jewelry retail chain
- Collaborated with designers to develop creative concepts to reach a broad range of demographics
- Wrote TV and radio spots, as well as in-store announcements

Contract Proofreader, Copy Editor, and Copywriter (February 2002 to present)

- Provide proofreading, copy editing, and writing services for print and digital advertising/marketing content, including blogs, websites, print ads, product catalogs, social posts, B2B, B2C, TV and radio spots, brand books, eCommerce, POP and product packaging, RFP responses, and new business proposals for some of the world's biggest brands
- Able to move readily between close reading of fine details to copy editing and querying of larger issues that may be structural
- Create and maintain internal brand/writing guidelines, while remaining proficient in Chicago and AP styles

Copy Editor at CMD Agency (December 2007 to July 2016)

- Edited web, print, and social content to ensure quality and accuracy across all communications
- Worked closely with writers to maintain clarity, conciseness, voice, and style while adhering to client brand guidelines
- Trained and managed employees and freelancers to get them up to speed with guidelines and proofing process

Proofreader at Wieden+Kennedy (April 2005 to October 2007)

- Proofread print, TV, digital, and radio campaigns for Coca-Cola, Nike, Old Spice, Ivory, Starbucks, Target, Amazon.com, Levi's, and other brands
- Established style sheets and managed style changes while communicating with and advising writers on editorial updates
- Worked with account managers, writers, producers, and designers to pitch business to new clients

Proofreader at Babcock & Jenkins (May 2003 to July 2004)

- Proofread and edited direct mail campaigns for Intel and Microsoft
- Wrote headlines and direct mail copy
- Created and maintained guidelines for each client

Proofreader at Adidas International (February 2001 to January 2002)

- Managed content for Adidas eCommerce site

- Proofread/edited print campaigns, brand books, and product catalogs
- Developed a style guide to ensure consistent language and brand identity throughout all communications

Education

Bachelor's degree in English at **University of Minnesota** Minneapolis, Minnesota, 1994