



BRIANA NICHOLS

CONTENT MANAGER

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 briananichols.journoportfolio.com

WORK EXPERIENCE

STAY-AT-HOME PARENT

Jan 2025-Present
San Antonio, TX

- Took a career hiatus to care for my daughter full time.

CONTENT MANAGER

Black Tie Agency

July 2024 - Jan. 2025
American Fork, UT

- **Conceptualized and executed content strategies** focused on driving leads and conversions across blogs, landing pages, and social media.
- **Led a cross-functional creative team** (design, social, marketing) to deliver high-quality, cohesive content that met strict agency and client KPIs.
- **Accelerated organic reach via SEO optimization**, leveraging Ahrefs and performance analytics to continuously refine and improve content rankings.
- **Spearheaded the production of diverse assets**, including product manuals and video scripts, ensuring brand consistency and engagement across all touch points.

COPYWRITER

Black Tie Agency

Sep. 2023 - July 2024
American Fork, UT

- **Authored multi-channel copy** for websites, social media, and ads, consistently maintaining a distinct brand voice across all platforms.
- **Partnered with cross-functional teams**, including designers and project managers, to deliver high-quality content on tight deadlines.
- **Ensured 100% accuracy** through rigorous editing and proofreading of all internal and client-facing marketing materials.
- **Stayed at the forefront of industry trends** to continuously refine and optimize content strategy and quality.

BRAND & CONTENT STRATEGIST

Big Red Jelly

March 2023 - Aug. 2023
Provo, UT

- **Engineered brand-centric content and messaging** that scaled online presence and elevated market positioning for diverse clients.
- **Pitched and executed cohesive brand strategies** in a high-volume agency setting, bridging the gap between creative copywriting and business goals.
- **Directed brand refreshes**, integrating SEO-driven messaging and visual content to modernize client identities and improve search visibility.
- **Designed and launched high-conversion websites**, prioritizing user experience (UX) and brand alignment to meet specific business objectives.

EDUCATION & EARLY CAREER

Utah Valley University, Bachelor's of English with a Marketing Minor/ Associates of Science, Humanities

- **Editor**, *Touchstones Journal*
- **PR Intern**, *Gal Media Group*

SKILLS

- Copywriting
- Editing
- SEO
- Content Strategy Development
- Content Management Systems
- AI Prompting
- Social Media Marketing
- Technical and Creative Writing
- Market Research
- Competitor Analysis
- Content Auditing
- Communication
- Time Management
- Self-Motivated
- Creative
- Adaptable

TECHNICAL PROFICIENCIES

- Canva
- Figma
- Wordpress
- Wix
- Hubspot
- Ahrefs
- ChatGPT
- Microsoft 365
- ClickUp
- Slack
- Monday.com