

Nick Perry

Writing Portfolio: [https://
nickperry.journoportfolio.com/#/](https://nickperry.journoportfolio.com/#/)

Experience

Flocked Creative

September 2019-Present

Principal Copywriter/Marketing Consultant

- Provide SEO and e-commerce copywriting, copyediting, newsletter and email writing, and content marketing services for B2B and DTC brands to increase traffic and enhance audience engagement.
- Built end-to-end editorial e-commerce funnels with Good Morning America and Hello! Magazine, including content creation, editorial planning, and growth-focused email and paid social campaigns.
- Developed brand voice and GTM messaging and strategy for Fanatics live commerce initiative, Fanatics Live.
- Clients include: Forbes, CNN Underscored, Entrepreneur, Good Morning America, Fundera by Nerdwallet, Digital Trends, This Old House, Biz2Credit, Toast, The Rockport Company, and more top brands.

Skills: Google Drive, Microsoft, Asana, Trello, Airtable, Figma, Spring, Adobe, SEMRush, WordPress, Google Analytics, Mailchimp, Klaviyo, Hotjar, Hootsuite, AP and Chicago Manual of Style

Fanatics

May 2023-January 2024

Sr. Copywriter and Marketing Manager — Community, Fanatics Live

- Worked cross-functionally to craft copy for UX/UI and marketing campaigns across distribution channels.
- Utilized written and verbal communication skills to directly engage users on social channels, bringing in 1,000 new customers and spearheading customer journey product improvements.
- Led data-driven influencer campaigns, scaling Fanatics Live's reach and organic social content.
- Managed cross-functional live chat to support sales operations and loyalty programs.

HELLO! Magazine

May 2022-March 2023

US Affiliate Lead

- Performed end-to-end content development for HELLO! Magazine's US-based e-commerce program, designing scalable strategies to diversify and grow revenue streams.
- Managed a team of five writers producing weekly affiliate articles and evergreen affiliate articles based on editorial calendar goals and SEO update schedule.
- Created data-driven marketing plans to streamline HELLO's digital marketing funnel and increase sales.

The Walt Disney Company

June 2020-December 2021

Digital Editor

- Worked with TWDC Business Teams to optimize and scale e-commerce channels for Good Morning America, ABC News, and Hulu, such as GMA Deals & Steals, Tory Johnson's 40 Boxes, and more.
- Handled cross-functional traffic and performance analytics for GMA, ABC News, and Hulu, using insights to power further optimization efforts.
- Managed e-commerce digital marketing, demand generation, and content development strategies for TWDC commerce partners.

Education

Oberlin College, Oberlin, OH English and History Double Major

Bachelor of Arts, May 2013