

Nicole Beraud

Copywriter

Smoke Signals

nicoleberaud.com
nicoleberaud@outlook.com
914-815-1984

Get School'd

2016 - 2020

Savannah College of
Art and Design

BFA _____ Advertising and Branding

Dubs Only

AdFed Gold Pin
Minnesota Lottery

AdFed Silver Pin
Minnesota Lottery

SCADDY

Penguin Publishing _____ Emerging Tech

GUCCI _____ Art Direction

Swatch _____ Emerging Tech

As Seen In

- 1 AdAge
- 2 CampaignUS
- 3 Your dream creative team

Conquering the Unknown

Periscope _____ Copywriter _____ 2021-Present

Created integrated and social campaigns including GOLDTOE, Minnesota Lottery, Comfort Colors and Summit Brewing. Led numerous voice recordings and shoots.

Victoria's Secret _____ Copywriter _____ 2021

Responsible for emails, web and other DTC copy for the lingerie, beauty, sport and swim. Led all copy for both the Victoria's Secret Credit Card and all promotions.

Purefed Protein _____ Copywriter _____ 2020

Startup dog food brand focusing on health and wellness for rescues and family dogs. Responsible for all copy and content creation for web, social, and packaging.

Allen & Gerritsen _____ Copywriter Intern/Freelancer _____ Summer 2019

Led a team of 5 interns to concept, develop and pitch a new program for Everett Bank. Wrote for clients including Blue Cross Blue Shield, Concord Public Library and Fresenius. Hired to stay on as a freelancer.

TBWA\Chiat\Day _____ Copywriter Intern _____ Summer 2018

One of two interns selected for SWAT, a weeklong "disruption" session that brought together the top creative talent from all TBWA worldwide to solve a client problem. Our client? Accenture.

TBWA\Chiat\Day _____ Copywriter Intern _____ Summer 2017

Wrote and concepted social, digital and web for Travelers, BNY Melon, TD Bank, adidas and McDonalds.

Badger & Winters _____ Intern _____ Summers 2014-15

2015 Ad Age Small Agency of the Year

Worked in both Project Management and Strategy departments for clients including P&G and AVON.