

Nicole Beraud

Writer, Storyteller

The Good Stuff
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Smoke Signals
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Bragging Rights

Shorty Awards
Invesco, Bronze, 2025

FCS Portfolio Awards
Invesco, Best in Show, 2025

AdFed
Minnesota Lottery, Gold, 2022

AdFed
Minnesota Lottery, Silver, 2022

As Seen In

1 AdAge

2 CampaignUS

3 Your dream creative team

Get School'd

2016-2020

**Savannah College of
Art and Design**

BFA _____ Advertising and Branding
Minor in Art History

Conquering the Unknown

Episode Four _____ Copywriter _____ 2023-25

Campaign development and content creation for clients Visa, Invesco, Charles Schwab, and Goldman Sachs.

Created "Recipe For Innovation" web series and campaign for Invesco QQQ. Campaign challenged renowned chefs including Jean-Georges Vongerichten and Kwame Onwuachi to create new recipes inspired by companies including Apple, Amazon, and Starbucks.

Developed a collection of supplemental cookbooks featuring lifestyle storytelling articles. Collaborated with Bon Appétit on campaign through social media.

Concepted and oversaw production for brand activations for Invesco, including New York Wine and Food Festival 2024 & 2025.

Created and oversaw production for Charles Schwab's Pet Peeves social campaign.

Produced an interactive LEGO brand event.

Periscope _____ Copywriter _____ 2021-23

Created integrated and social campaigns for brands including GOLDTOE, Minnesota Lottery, Gildan, Comfort Colors and Summit Brewing. Directed production for numerous voice recordings and shoots.

Victoria's Secret _____ Freelance Copywriter _____ 2021

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

Allen & Gerritsen _____ Freelancer & Copy Intern _____ Summer 2019

Led a team of 5 interns to concept and develop a new program for Everett Bank. Clients included Blue Cross, Concord Public Library. Hired to stay on as a freelancer.

TBWA\Chiat\Day _____ Copy Intern _____ Summers 2017 & 2018

Worked for clients including TD Bank, BNY Melon, Travelers, McDonalds, and Accenture. One of two interns selected for a global TBWA creative SWAT program.

Badger & Winters _____ Intern _____ Summers 2014 & 2015

2015 Ad Age Small Agency of the Year

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