

Nicole Beraud

Writer, Storyteller

The Good Stuff
nicoleberaud.com

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

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

Senior Copywriter, Episode Four_____2023-25

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

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

Authored a collection of supplemental cookbooks featuring lifestyle storytelling articles.

Collaborated with Bon Appétit to execute campaign initiatives via social media.

Orchestrated and supervised the production of brand activations for Invesco, including the 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.

Served as lead copywriter on the development team for RYA, a proprietary AI creative software designed to assist creatives in generating unique insights and ideas for brand challenges. Responsibilities included troubleshooting, generating PR content, and leveraging the software for real client pitches.

Copywriter, Periscope_____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.

Freelance Writer, Victoria's Secret_____2021

Responsible for emails, web, product detail pages (PDP), SEO, and other DTC copy for lingerie, beauty, sport, and swim categories.

Director of all copy for the Victoria's Secret Credit Card.

Freelancer & Copy Intern, Allen & Gerritsen_____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.

Copy Intern, TBWA\Chiat\Day_____2017-18

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