

Nicole Cappabianca

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Austin, TX

COPYWRITER

I'm a writer who's channeled a lifelong passion for creative writing into a career in copywriting. I'm most inspired when dreaming up campaigns and connecting with people. I've been writing for over a decade in formats like ad copy, video scripts, email campaigns, branded blogs, social media copy, app notifications, marketing texts, plays, short stories, poems, essays, and novels. I developed Ooni's tone of voice as the first US creative hire. Under my direction, SXSW Conference content engagement increased by 12x and sales of Interactive and Platinum badges increased by 3% for the 2019 Season.

KEY COMPETENCIES

Copywriting
Content Writing
Copy Editing

Content Strategy
Content Editing
Creative Writing

Technical Writing
Storytelling
Concept Development

PROFESSIONAL EXPERIENCE

Copywriter

April 2021 – April 2024

Ooni

- Established the Ooni tone of voice and oversaw its consistent application in all media
- Wrote web copy, emails, ad copy, packaging, social media posts, product descriptions, video scripts, blogs, recipes and company communications
- Proofread, copy-edited, and elevated written work from across the business
- Collaborated with Creative, Brand Marketing, and Digital Marketing teams to develop campaign plans
- Delivered consistently high-quality work on deadlines

Social Copywriter – Contract

May 2020 – Dec 2020

Just Global – Client: Cisco Webex

- Shaped a social strategy and wrote organic and paid social media copy for Twitter, LinkedIn, Instagram, and Facebook
- Collaborated with a designer, account executive, and community manager to align messaging

Associate Content & Copy Editor

Nov 2018 – Mar 2020

SXSW

- Wrote and executed an effective content marketing strategy for SXSW Conference sessions, startup pitch competitions, and awards through website landing pages, blogs, social media, and other promotional material
 - Created and managed social media campaigns across Facebook, Instagram, LinkedIn, and Twitter for audience growth and increased engagement
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EDUCATION & CERTIFICATIONS

Bachelor of Arts

The University of Texas at Austin
English

Oxford University

British Literature Program

PROJECTS

Ooni Groceries

Wrote packaging copy, product descriptions, and website copy for Ooni's grocery line

Christmas Campaign – Ooni

Collaborated with in-house creative team to concept, pitch, and execute Christmas ads