

Nikki Michaels, Senior Writer

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LINKS

www.nikkimichaels.com, www.linkedin.com/in/nikkinmichaels

PROFILE

Senior writer, editor, and creative specializing in tech, travel, wine, and books.

9+ years of content and marketing experience in B2B, SaaS, and B2C and in the spaces listed above, as well as in software, food and beverage, design and architecture, d, health and wellness, and aviation.

Book reviewer and content creator at [@readdrinktravel](https://www.instagram.com/readdrinktravel).

EXPERIENCE

May 2023 — Present

Senior Writer, Restaurants Creative, Square

US, remote

Square is the global software leader for innovative businesses in spaces from restaurants to retail to beauty.

- Lead the transformation of the food-and-beverage social proof program for sales enablement and marketing, directly influencing a **multi-million-dollar budget within a \$40 billion company**
 - Redesign the process for case studies, seller stories, and testimonials from outreach to output to address inefficiencies, improve quality, and boost speed of production
 - Personally take on research, interview, writing, and editing, conducting 10+ chats monthly with high-GPV sellers in target markets and producing multiple outputs for different use cases from each
 - Collaborate closely with sales, marketing, web, social media, and product teams to ensure efficacy, optimize for impact, and develop a system to measure results
- Serve as chief writer on Square's ongoing public web upgrades, working cross-functionally with core leadership and product marketing managers
- Undertake detailed seller and voice-of-customer research to effectively advocate for Square sellers and tailor all writing to a particular audience

Selected Square work available upon request

Aug 2017 — Present

Senior Writer and Editor

Global, remote

The breadth of these projects demonstrates my ability to create commercially focused content and to develop and hone compelling brand voices, as well as to work within established guidelines and styles. A few highlights:

- Executive Traveller, globally recognized luxury travel publication: participate in fam trips and write richly detailed, informative pieces for ET's **1.3 million monthly visitors**
- TracPlus, SaaS asset tracking industry leader: research and write detailed technical e-books that have helped generate **over \$250,000 in new business**
- Unfiltered, global media and education platform: wrote **editorial and marketing copy for 200 interviews with the world's most successful entrepreneurs**, including Sir Richard Branson, Julie Rice (SoulCycle), and Sara Blakely (Spanx)

Sep 2021 — Feb 2023

Content Manager, Yabble

New Zealand, remote

Yabble is a cutting-edge B2B SaaS company that's revolutionizing the world of market research and insights using proprietary AI technology.

- Wrote sales and marketing content that **helped grow Yabble's customer base 325% and bring aboard high-profile names including McDonald's**
- Developed Yabble's voice and championed it across all content and collateral, including web copy, email campaigns, social media posts, product tours and design, press releases, blogs and thought leadership, sales decks, and case studies
- Collaborated cross-functionally with leadership, sales, product, customer success, and engineering teams on strategies and initiatives to support Yabble's global goals and expansion into the multi-billion-dollar United States research and insights market

Selected Yabble work

Jan 2020 — Sep 2021

Senior Writer, Context Architects

Asia-Pacific, remote

Context is an integrated design practice that works with well-known clients including Westpac and Nespresso, using a modern approach to design and architecture that prioritizes transparency and technology.

- Developed narratives and wrote copy for lucrative requests for proposal (RFPs), **earning the company north of \$1 million in new business**
- Conceptualized and wrote thought leadership pieces, blogs, and case studies that sat within Context’s strategic content pillars and positioned the company as a leader in the design and architecture industries
- Collaborated with Context’s CEO, directors, and leadership team to align content strategy with business strategy and to execute creative initiatives that built brand awareness and attracted new clients

RFP examples available upon request

Aug 2020 — Mar 2022

Content Director (contract), Wine Journey

Australia, remote

Direct-to-consumer retailer Wine Journey is the intersection of wine and travel, brought to life via thoughtfully curated subscription boxes that transport the likes of Tuscany and Bordeaux right to customers’ doors.

- Wrote creative, compelling copy and content for Wine Journey’s online, social, and print platforms and for categories including product offerings, events and collaborations, and business partnerships
- Created all initial content for the company’s Australian launch in January 2021; collateral included website copy, product descriptions, marketing material, emails, shipping inserts, and social posts
- Championed the Wine Journey brand and tone through in-depth research and powerful storytelling

Selected Wine Journey work

May 2015 — Aug 2016

Lead Writer, Winc

California, USA, remote

The world’s first personalized wine club, Winc is a NYSE-listed DTC brand that uses proprietary technology to match customers with wines suited to their taste.

- Conceptualized and wrote all content across all mediums, including wine cards, bottle back labels, blog posts, and emails
- Developed a recognizable, cohesive brand voice that reflected Winc’s position as an innovator and leader in the wine industry
- Collaborated with product, creative, and marketing teams to create content around Winc’s products, initiatives, campaigns, and mission

Selected Winc work

EDUCATION

**BA English Literature and Radio/TV/Film,
Northwestern University**

Evanston, IL

SKILLS

Copywriting	Expert	Content strategy	Experienced
Copyediting	Expert	Canva	Experienced
Storytelling	Expert	B2B Marketing	Experienced
Collaboration	Expert	Social media marketing	Experienced
Remote work	Expert	Email marketing	Experienced
Communication skills	Expert	SEO	Experienced
Attention to detail	Expert	Digital marketing	Skillful
Slack	Expert	Figma	Skillful
Asana	Expert	Hubspot	Skillful

CREATIVE

@readdrinktravel

I run an Instagram account dedicated to three of my passions: reading books, trying new craft beer and boutique wine, and traveling. I work with publishers and regularly post mini-reviews of upcoming and backlist releases for more than 9,500 followers around the world.

REFERENCES

Available upon request