

NICOLE TRINGALI

PROFESSIONAL SUMMARY

Creative marketing and content strategist with 18+ years of experience delivering high-performing campaigns across email, digital, social, and direct response channels. Adept at blending storytelling with SEO, GEO, and AI optimization to drive measurable lifts in traffic, engagement, and revenue. Skilled collaborator who leads cross-functional teams and refines creative through analytics and A/B testing.

CORE COMPETENCIES

- **Creative Marketing & Content Strategy:** Campaign conceptualing, brand positioning, cross-channel campaigns
- **Email Marketing & A/B Testing:** Lifecycle campaigns, segmentation, optimization, engagement lifts
- **Social Media & Media Relations:** Content calendars, captions, press releases, media kits, advisories
- **Copywriting & Content Writing:** Direct response, blogs, landing pages, brand voice development
- **Website Content & Development:** UX-optimized copy, SEO integration, ADA compliance
- **SEO / GEO / AI Optimization:** Keyword research, metadata, schema, AI-assisted content with human-first editing

TECHNICAL TOOLS

- Wix · WordPress · Google Suite · Adobe Creative Suite · Canva · Trello · Monday.com · Figma · Notion · SEMrush · AI Tools (ChatGPT, Jasper)

SELECTED ACHIEVEMENTS

- Helped grow an e-commerce email program to **15.1M subscribers**, contributing to **\$125M annual revenue**.
- Produced **pitch decks and sales presentations** for partner brands at PCH, securing sponsorships and promotional opportunities.
- Developed direct response packages **generating \$140K+ in sales** per mailing.
- Delivered **press releases, product launches, and media kits that boosted visibility** for clients including Publishers Clearing House, Perfect Body Laser, and Jenny Lynn Anderson.
- Spearheaded **A/B testing initiatives that drove a 32%** engagement lift across digital campaigns.
- Increased **organic traffic by 15%** through SEO-rich content strategies.

PROFESSIONAL
EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR/ HEAD COPYWRITER 04/2008 to 04/2025
Publishers Clearing House (PCH), Jericho, NY

- Led strategy and execution for high-volume digital and e-commerce campaigns, contributing to the growth of an email program reaching 15.1M users and \$125M in annual revenue.
- Partnered with analytics, design, compliance, and product teams to deliver brand-aligned and performance-optimized campaigns.
- Produced pitch decks and sales presentations for the partner sales team, supporting business development and sponsorships.
- Directed A/B and multivariate testing initiatives that delivered a 32% lift in engagement.
- Crafted direct response packages generating \$140K+ in sales per mailing.
- Balanced brand voice, accessibility, and conversion goals across blogs, landing pages, and email campaigns.

FREELANCE SENIOR COPYWRITER / CONTENT STRATEGIST 10/2018 to Current
Tringali Method LLC, Remote

- *Jenny Lynn Anderson*: Provided media relations support for story pitching and press releases including coordinating/distributing advisories to boost visibility.
- *Perfect Body Laser*: Produced product launch campaigns, press releases, SEO-driven web and blog content, and media kits to drive customer acquisition.
- *Made by Pattavina*: Created product descriptions and social campaigns that boosted Etsy engagement and sales.
- *Globalizer*: Built content strategies and SEO blogs that improved site traffic and conversions.
- *Woodlocked*: Developed brand voice framework, B2C product copy, and persuasive product content featured in *House Magazine*.
- Delivered integrated content strategies, product copy, and social campaigns that elevated client sales and engagement.

EDUCATION &
CERTIFICATIONS

WV WESLEYAN COLLEGE
Bachelor of Arts, Creative Writing

Certifications

- DMA Certified Marketing Professional
- Google AI Essentials
- Advanced Content & Social Tactics to Optimize SEO
- W3C Digital Accessibility Foundations