

# NICOLE TRINGALI

## WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/ntringali/>
- <https://nicoletringali.wixstudio.com/copywriter-portfolio>

## PROFESSIONAL SUMMARY

Results-driven content strategist with 17+ years of experience crafting compelling, user-focused content across multi-channel platforms, including landing pages, social ads, email, and product. Adept at simplifying complex messaging, leading cross-functional teams, and developing high-impact campaigns that enhance brand visibility and drive measurable results. Highly skilled in Direct Response, Email Marketing, SEO, Content Strategy, Blog Writing.

## SKILLS

- Content Strategy
- Email Marketing
- Blog Writing
- Strategic Thinking
- Time Management
- AI Tools
- Figma
- Wordpress
- Direct Response
- SEO
- Targeted Messaging
- Communication
- Canva
- Trello
- Adobe Suite
- Google Suite

## CERTIFICATIONS

- DMA Certified Marketing Professional
- Google Analytics Individual Certification
- Google AI Essentials
- Advanced Content and Social Tactics to Optimize SEO

## WORK HISTORY

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

- Lead content strategy for e-commerce campaigns, targeting 15.1 million users and generating \$125M annually.
- Delivered high-impact direct response packages, generating \$140,000+ in sales per mailing.
- Conducted A/B testing strategies for digital email campaigns, driving a 32% lift to overall metrics.

- Collaborated with marketing and advertising teams to maintain brand consistency across campaigns.
- Maximized campaign performance through data-driven analysis of metrics, refining messaging, visuals, or targeting as needed.

**SENIOR COPYWRITER / CONTENT STRATEGIST (FREELANCE)** 10/2024 to Current

**Globalizer LLC**, Remote

- Increased site traffic by 10% in my first two months by creating engaging and shareable blog posts.
- Leverage my exceptional storytelling skills to create persuasive content that connects with site visitors.
- Brainstorm, strategize, and compose email marketing campaigns to drive users to website content.

**WEBSITE CONTENT WRITER (FREELANCE)** 08/2021 to 01/2022

**Woodlocked LLC**, Remote

- Crafted SEO-friendly website content to increase organic traffic for my client's two businesses: exotic lumber and construction.
- Established brand voice to align with the company's mission and customer base.
- Delivered product launch content featured in House Magazine.

**SEO BLOG WRITER (FREELANCE)** 12/2018 to 05/2020

**Perfect Body Laser and Aesthetics**, Remote

- Increased website traffic by 15% through monthly SEO-rich blog articles focused on top-selling products and services.
- Created product launch materials including press releases and site content to improve brand visibility.

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**EDUCATION**

**WV WESLEYAN COLLEGE**

**2002 Bachelor of Arts, Creative Writing**

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**AWARDS**

- PCH Kudos, 2011 (For Collaboration)
- PCH Cause For Applause, 2009 (For Email Optimization)

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**INTERESTS**

- Love trying new recipes and food trends.
- Enjoy photography, especially landscape/ nature shots.
- Going for hikes with my dog, Ollie.