Nicole Whitten, MBA, MA

Marketing, content strategy, and copywriting leader

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SUMMARY

Copywriter, editor, and content strategy leader with 15+ years of turning complex ideas into clear, compelling copy for B2B, enterprise, and global technology brands. I write and edit websites, brand messaging, campaigns, and proposals, and I build and lead the content teams behind them, from a department grown from zero to $500K+ in new revenue to a 23-person global marketing team today.

15+ yrs
Leading marketing and content

$500K+
New revenue from a department built from zero

30
Largest team led, ICs to senior managers

0%
Staff turnover on the team I built

EXPERIENCE

Head of Marketing
2025 – Present

Adoreal · Remote · 23-person team across the US, Mexico, Latin America, the UK, Europe, and Ukraine

- Own marketing strategy on a yearly, quarterly, and monthly basis, from leads to booked procedures and revenue for plastic surgery practices.
- Built a platform for practices and automations for every channel, cutting a site SEO audit from about four hours to 15 minutes.
- Led the team to deliver for 13 practices, plus Adoreal's own brand, in a single week.
- Hired and developed the team, and championed its wins and concerns with executive leadership.

Director, Marketing, Content Strategy and Copywriting
2023 – 2025

Baunfire · Digital agency for technology companies

- Built the content department from zero and grew it to $500K+ in new revenue.
- Led strategy and copy for client websites and brand overhauls, including HUMAN Security's full brand and site relaunch.
- Edited and mentored a team of writers with 0% staff turnover, and promoted direct reports into senior roles.

Lead, Content Strategy
2022 – 2023 · Contract

Meta · SMB Content Development, Meta for Business

- Led a global Meta for Business content initiative that lifted engagement 35%.
- Led major redesigns and content audits of web content reaching 30M businesses globally.
- Built content strategy frameworks for SMB audiences.

Senior Content Manager
2021 – 2022 · Contract

Nielsen · Global Content Development

- Drove 30% year-over-year organic traffic growth through long-form content.
- Wrote and produced in-depth guides, reports, and articles that supported search visibility and sales.

Manager, Content
2019 – 2021

XPO · Marketing and Proposals

- Increased close rates by up to 22% with tailored, industry-specific content and proposal assets.
- Owned RFP and RFI strategy and development, directing 8–10 concurrent projects that supported new business wins.
- Authored a monthly State of the Industry report that elevated brand authority with prospects and clients.
- Built sales enablement and training programs for an 18–20 person sales force.
- Led the migration from Confluence to SharePoint and Loopio, improving team efficiency by about 20%.

SKILLS

Copywriting
Website copy, brand messaging, campaigns, email, long-form and guides, proposals and RFPs

Editing
Line and copy editing, content audits, voice and style guides, editorial standards

Strategy
Content strategy, brand positioning, market intelligence, SEO and organic growth

Leadership
Building teams from zero, global remote teams, executive advising, mentoring writers, AI and automation

EDUCATION

MBA, Marketing
Western Illinois University

MA, English, Creative Nonfiction Writing
Southern New Hampshire University

BA, General Studies
Western Illinois University

Tools: ClickUp, Webflow, GA4, Search Console, SEMrush, SharePoint, Loopio, Claude and custom AI skills.