

NANCY A. BERGQUIST

Senior Copywriter | Brand Voice | Creative Inspo

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Write Away...

HELLO — I'm a creative professional with a genuine love and knack for crafting thoughtful, engaging copy that educates, inspires and connects with diverse audiences. Exceptional communication skills and proven success in writing for numerous niches and a variety of media, including print, digital, web, e-commerce and social. A wordsmith at heart, let's collaborate and take your brand to the next level. I invite you to check out my portfolio: <https://nabcopy.com>

Skills

- Copywriting, editing & review
- Brand voice consistency
- Project management
- Originality & creativity
- Attention to detail
- Proofreading accuracy
- Social media content
- Collaborative teamwork
- SEO strategies
- Clear communication

Professional Experience

Senior Copywriter

5/2013 – 6/2025

Specialty Commerce Corporation — West Bridgewater, MA

Wrote clever/cohesive product descriptions and editorial that reflected the distinct personalities of various brands — Paula Young, Salon Silhouettes, Especially Yours and The LOOK. Conceptualized and executed creative strategy for multiple divisions. Built strong brand recognition and awareness to establish meaningful connections with customers. Converted casual browsers into bonafide shoppers. Known for a positive can-do attitude and cool-under-pressure vibe. Collaborated with VP of Brand Creative/Brand Management, art directors and graphic designers to create impactful promotional pieces. Pitched catalog themes and offered valuable insight and creative suggestions. Researched beauty/fashion news to keep pulse on what's trending. Worked closely with merchandising and product development team while reviewing all product samples. Named all new exclusive salon colors for PY wigs. Played an integral role in the successful launch of The LOOK, a new fashion division. Initiated the brand name and catchy tagline. Named over 500 styles in line.

• **Print:** As the sole copywriter for multiple divisions, continually produced a high volume of work. In 2024 alone, the total number of catalog pages for PY customer/react books and Salon Silhouettes B2B books was 1,512. Additional promo pieces involved ship kits, packaging, hangtags, magazine ads, thank you cards, holiday cards, etc. Managed Quad Marketer's Studio copy

database on the creative team side. Proofread digital files at all stages of production using Adobe Acrobat Reader DC.

- **E-commerce/Web:** Wrote SEO-optimized online product descriptions for third-party wig/fashion drop ship and Amazon cross-sell styles, driving increased traffic and higher search engine rankings. Optimized copy for PY and Especially Yours Amazon listings, improving performance and profitability by achieving over \$2 million in revenue the past 2 years. Wrote A+ Content for PY Amazon storefront. Proposed copy edits as needed to ensure brand consistency across both print and e-commerce channels. Created web banner awareness campaigns on multiple division homepages. Wrote video scripts for Jaclyn Smith projects and voice-over scripts for PY how-to videos.

- **Social:** Managed the many moving pieces of PY Brand Ambassador program. Provided editorial guidance to facilitate delivery of top-notch content. Built out social media calendar to ensure organized scheduling of pre/post-production meetings, wig sample shipments, video reviews/edits and go-live dates. Wrote video script for social influencer's interview with award-winning actress, Jaclyn Smith and famed celebrity hairstylist, José Eber. Researched verified buyer reviews online to get real-time feedback and managed use of data in all catalogs/promo pieces. On the team that reviewed submitted customer selfies and voted for monthly PY contest winners.

Lead Copywriter

9/2008 – 5/2013

DXL Group, Inc. / Casual Male XL — Canton, MA

Creative concept/strategic copy team leader for multiple catalog divisions — DXL/Casual Male XL, B&T, Shoes XL and Living XL. Collaborated with art directors, graphic designers and web designers to achieve creative goals. Worked closely with merchandise managers and reviewed all fashion samples during writing process. Managed Catalog Studio database. Wrote compelling emails and homepages consistent with brand voice. Enhanced product visibility by writing SEO-optimized product descriptions. Wrote corporate communications for annual St. Jude Children's Research Hospital Thanks and Giving Campaign.

Freelance Copywriter

Various Clients — New England Area

The Paper Store | WearGuard Division of ARAMARK | Coastal Life Magazine | Home Gallery Magazine | CVS Pharmacy | J.L. Hammett Co. | Hills Department Stores

Thru the years...wrote/edited copy for various media, including retail/direct mail catalogs, lifestyle magazines, brochures, store circulars, toy catalogs, newspapers, store signage, private label packaging and billboards. Even radio scripts for live reads and in-store muzak.

Education

Bachelor of Science: Management Science — Advertising & Marketing

Bridgewater State University — Bridgewater, MA | **Honors:** cum laude