



Lacy Pica Nugent

Senior Copywriter | Brand Consultant

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Words matter.

I elevate and advance lifestyle, beauty, and fashion brands with authentic storytelling and SEO-driven copy. A background in Public Relations gives me the unique ability to communicate with target audiences in a way that inspires action and engagement.

[Click here for my portfolio](#)

AREAS OF EXPERTISE

- Search Engine Optimization
- Digital Marketing
- Web Content Writing
- Brand Storytelling

SPECIALTIES

- Emails
- Web Copy
- Product & Collection Descriptions
- Organic & Paid Social Media
- Blog Posts
- Press Releases
- *Seeking Opps In Catalog Copy

EDUCATION

UNIVERSITY OF RICHMOND

BA, Communication, 2001

- Minor – Business Administration
- Women’s Varsity Lacrosse Team Captain
- Division I four-year full scholarship recipient

WORK EXPERIENCE



Lead Copywriter

Magnetic Me

October 2021 to Present

- Partner with senior leadership & cross-functional partners, including marketing, creative, web & social teams, to conceptualize & execute digital marketing strategies that align across all functions.
- Translate & articulate business objectives into easy-to-understand, compelling & creative copy across multiple platforms; areas include brand messaging, emails, seasonal collections, product descriptions, digital campaigns, blog, online promotions.
- Strategize, plan & write up to 10 emails a week for Magnetic Me, which drives 20% of the brand's revenue.
- Revived Magnetic Me blog with fresh content that positions the brand as an authority & resource in the parenting space.
- Drive messaging for newly launched platforms: re-loved marketplace, customer loyalty & ambassador programs.
- Create storytelling for sister site Simply Magnetic Me; restructured messaging for 2023 brand & site relaunch.



Copywriter

Jouer Cosmetics

June 2020-May 2021

- Developed an updated brand voice that reflects Jouer as a "clean beauty" brand in an age when consumers are becoming more conscious and better informed about what they put on their skin.
- Drafted e-commerce copy, including web, email, social, brand statements, product descriptions.



Senior Copywriter, Brand Consultant

PicaNuge Productions, LLC

August 2016-Present

- Past and current clients: [Rails](#), [Robeez](#), [SWIMS](#), [Magnetic Me](#), [Jouer Cosmetics](#), [Sita NYC](#), [Sneaker GPS](#), [Stadium Goods](#), [Levi’s](#), [Jet](#), [HATCH Collection](#), [McCormick](#), [Cut + Clarity](#), [Sky Organics](#), [Nioxin](#)
- Define the narrative framework and create storytelling guidelines for brands launching or leveling up: [IVL Collective](#), [Hunter Bell NYC](#), [Lindsey Leigh Jewelry](#), [Glotrition](#)
- Write and rehab resumes; provide expertise and counsel to job candidates in PR, Marketing, Finance, Sales, and Design.
- Draft Communication materials: executive bios, press releases, talking points, mock Q&A, scripts, holding statements.

Full resume with 15+ years of PR, Marketing experience available upon request.