

LACY PICA NUGENT

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PROFESSIONAL EXPERIENCE

MAGNETIC ME | Remote

October 2021-Present

Lead Copywriter

- Possess a deep understanding of branding and messaging, and the ability to communicate with target audiences in a way that inspires action, engagement, and acquisitions.
- Partner with senior leadership, marketing, creative, web, social teams to conceptualize and plan digital marketing strategies that align across all functions.
- Write clear and engaging copy for brand messaging, seasonal collections, product descriptions, digital campaigns, email marketing, blog, online promotions, rewards programs.

PICANUGE PRODUCTIONS, LLC | Vero Beach, FL

August 2016-Present

Senior Copywriter / Brand Consultant

- Elevate fashion, lifestyle, and beauty brands with impactful storytelling that drives engagement—specialize in emails, blogs, product descriptions, social media, ads, website copy.
- 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.

JOUER COSMETICS | Remote (Contract)

June 2020-May 2021

Copywriter

- 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.

CONVERSE | New York, NY

February 2011 – August 2016

Communications Manager

- Defined brand narratives and created proactive communications programs for global launches and brand storytelling designed to increase brand affinity; effectively managed fully integrated communication plans for **All Star Modern**, **Chuck II**, **Maison Martin Margiela** and **Converse by John Varvatos** Fashion Week launches, flagship retail store openings, relaunch of the **CONS** and **Jack Purcell** segments.
- Developed global on-brand messaging; wrote product descriptions, press releases, pitches, communication strategies.
- Managed multiple external agencies including PR firm, production and creative agencies.

PMK*BNC | New York, NY

September 2007 – February 2011

Senior Account Executive

- Responsible for strategy and execution of public relations campaigns, planning editor previews, drafting PR plans and press materials, and generating media results in top-tier national, local and regional press.
- Major accounts/projects: **Activision** – DJ Hero product launch; **Audi** – Audi Mileage Marathon; **Jordan** – global product launches, efforts surrounding Michael Jordan, Carmelo Anthony, Chris Paul, Derek Jeter; **Target** – urban marketing initiatives for **Chris Brown**, **Mary J. Blige**, **Robin Thicke**, **Q-Tip**, **India.Arie** album releases; **RUSH Communications** – Russell Simmons, Art For Life Benefits, GlobalGrind.com; **SPIN Magazine** – monthly issue launches, 25th Anniversary, SXSW.
- Secured national and regional press coverage for entertainment celebrity events including: CW **“Gossip Girl”** premiere, **US Weekly Hot Hollywood Party**, **Sports Illustrated Man of the Year**, **Sports Illustrated 2008 Swimsuit Edition**, **Wilhelmina Models 40th Anniversary**, **Vibe 15th Anniversary**, and **Hip-Hop Summit on Financial Empowerment**.

VH1 | New York, NY

December 2006 – September 2007

Promotions and Partnerships Coordinator

- Managed strategy and execution of VH1- targeted campaigns to create buzz and promote premiere tune-in around shows such as: **“The Agency,” “Acceptable TV,” “Charm School,” “Scott Baio is 45,” “Still Single,” “Rock of Love.”**
- Planned and executed Rock Honors events at **Bally Total Fitness**, **The Key Club**, **The Roxy**, **Rock-N-Roll Bingo**, **LA Weekly** to promote VH1’s “Rock Honors” show.

FILA, *Event Manager/International Marketing Coordinator*, 2003-2006

YM MAGAZINE, *Marketing Coordinator*, 2003

ELLE MAGAZINE, *Promotion Assistant*, 2002–2003

EDUCATION

UNIVERSITY OF RICHMOND, May 2001; Major – Communication, Minor – Business Administration
Women’s Varsity Lacrosse Team Captain; Division I four-year full scholarship recipient