



*nicole stanton*

COPYWRITER  
PORTFOLIO

nicole stanton

Three rules:

1. Cook your friends dinner.
2. Do it now, don't be a hoarder.
3. Write it down.

## CLIENTS

/ Flamingo Estate  
/ OpenSea  
/ SuperSummary  
/ Subject  
/+ more

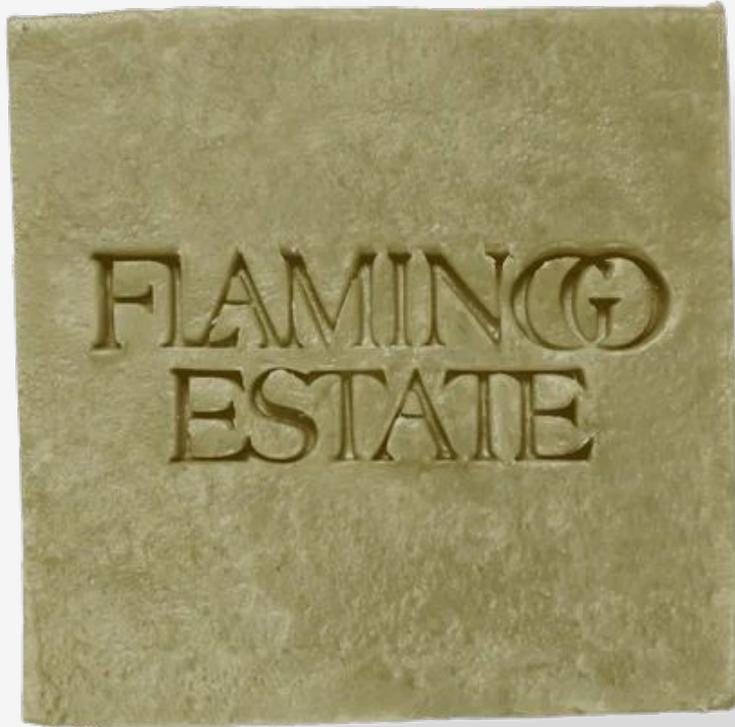
## ABOUT

I'm Nicole, a writer, editor, teacher, and death doula making home in LA.

I help clients organize, package, and present information in their unique voice. No matter the project, I thrive working with clients interested in the mess of collaboration. If you're looking for someone to take them time to find just the right words, let's connect.

## PROJECT 1: Flamingo Estate

Creative Concept + Copywriting



**Creative Concept and Copywriting** for Chandelier Creative/Flamingo Estate for their annual holiday catalogue. One task: write the history of “bergamot” in the voice of a drunk Martha Stewart. I concepted and crafted social campaigns for Instagram, email, and text message.

# PROJECT 1: Flamingo Estate

Creative Concept + Copywriting

## WRITE THE STORY OF BERGAMOT LIKE A DRUNK MARTHA STEWART

Bergamot wants us to stay up all night. She penetrates our senses with a swoon, charms us enough that we crave to give her everything she demands. Despite being everywhere — your grandmother’s steaming mug of Earl Grey, the perfume you can’t forget on the neck of a lover — she remains elusive. Most don’t recognize her as a citrus, dimpled and grass-green, left to ripen in patches of lemon-yellow. It’s her rind that has the smell we all know: mellow but volatile. Naturally, she only wants to be harvested by hand.



FLAMINGO  
ESTATE

Red Hot Holiday

THE SEASON  
OF JOY

This year, Mother Nature decked our halls with heat. Our tree is garnished with Banksia, Pincushion Protea, Bromeliad, Strawflower, Dried Citrus, and Chili Pepper.



Mother Nature's fireworks, the Torch Alopecurus in the Cactus garden.



Catherine from Windsool Farm has been growing the most beautiful Blood Oranges and Grapefruit in the sun-soaked hills of Paso Robles. After picking them by hand, she smoked them in Applewood, giving them a rich aroma. They make the best golden decorations for the tree and help support the regenerative farmers we love. And the smell is unreal.

**Smoky Citrus Ornaments**  
\$30, Set of 30



Last time I flew home to Australia for the holidays, the flight attendant put some mistletoe on the end of a fishing line and walked down the aisle to catch a guy. It made everyone laugh. We're making it easy this year to reel one in. Wild harvested from Oak Trees grown in Southern Oregon.

**Handpicked Mistletoe Bundle**  
\$30

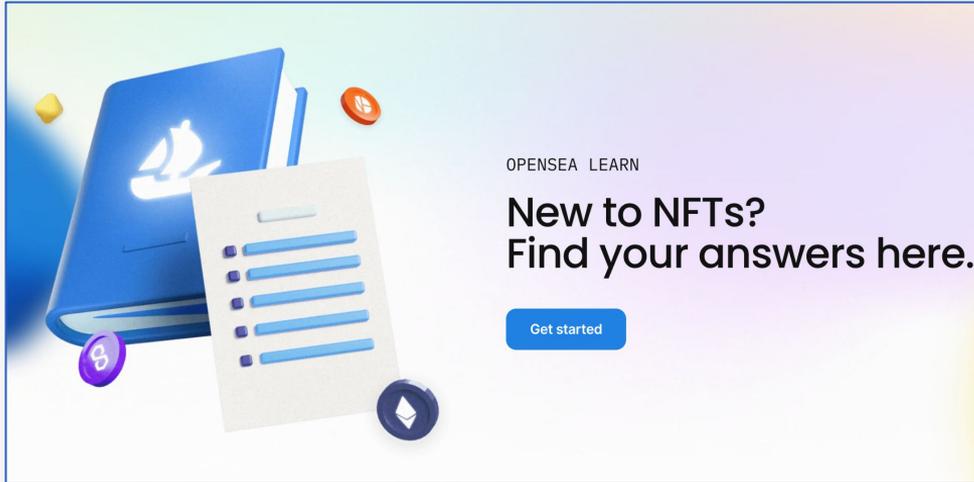


A holiday drink for our rare succulent collection on the West Terrace.

Shop at [flamingoestate.com](http://flamingoestate.com)

## PROJECT 2: OpenSea

Research + Copywriting



**Research and Copywriting** for the development of OpenSea’s Learn Center. I had to go from 0 knowledge to abundant knowledge of NFTs in a quick minute! The writing was both highly technical and approachable for the lay reader, answering questions like: “What is a blockchain?”

## PROJECT 2: OpenSea

Research + Copywriting

TLDR

A [blockchain](#) is a digitally distributed ledger that records transactions and information across a decentralized network. There are different types of blockchains. OpenSea is currently compatible with Ethereum, Polygon, Klaytn, Arbitrum, Optimism, Avalanche, Zora Network, Base, Blast, Sei, and Solana (display-only).

### What is a smart contract?

Historically, banks and institutions provided a key function in our world's many transactions. From money transfers to legal deeds, the ability of the parties to fulfill their respective part of the agreed-upon transaction has been assessed by each bank or institution's own set of rules (whether the rules were fully public or not). And records of transactions or agreements of many kinds have typically been stored in centralized databases, where they are accessible only to certain parties.

But [web3](#) and [crypto](#) are introducing a new way. What if the success or failure of transactions could be assessed through pre-programmed code based on the parameters of the parties' agreed-upon transaction including details like how much items cost, where payment is sent and who authorizes the transaction?

## PROJECT 3: Mount Cabot Maple

Creative Concept + Copywriting + Workshop Design



# MOUNT CABOT MAPLE



**Creative Concept, Copywriting, and Workshop Design** for Mount Cabot Maple, a queer, women-owned business in the mountains of New Hampshire. I envisioned a series of pamphlets to develop their emerging brand that tell the story of sugarmaking, the land, and the people who make it all happen. The process involved designing workshops to include the entire staff in the publication's production.

# PROJECT 3: Mount Cabot Maple

Creative Concept + Copywriting + Workshop Design

## entry ideas

trees: how to locate liveliness under the bark when tapping

illustration of how our brains consider time (Morgan's pie chart)

mini-Grapefruit style profiles of collaborators (friends, workers, elders)

the topography of hands: maps and clocks and calendars

ineffable parts of trees + sweetness alongside the facts

the anatomy of a big/sexy/ugly cry

tree, forest, soil, mountain: earnest invitation to the profound parts of being there

a record of tracks (visual, narrative, embodied)

tool illustrations + uses

all the questions have to do with the seasons: what are the questions of each season

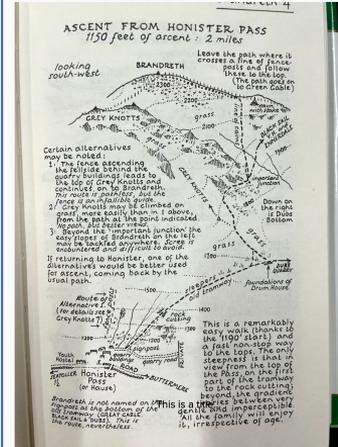
aim:

create a series of 4 pamphlets that use language, visual narrative, and time to integrate people into the profound experience of being "here".

+

beautiful, surprising, material objects that find people in their mailboxes, attached to their syrup, and encountered by whim

## visual guidance



BLUES					
No.	NAMES	Colours	ANIMAL	VEGETABLE	MIXTURAL
24	Small Blue		Phenax of Blue	Stemmas of Maple	Blue Copper tree
			Phenax	Purple Anemone	
25	Prairie Blue		Beetle Spot on Wings of Meadow Grass	Stemmas of Maple	Blue Copper tree
				Purple Anemone	
26	Indigo Blue				Blue Copper tree
27	Blue Blue		Blanchard's Stone	Back Part of Common Anemone	Blue Copper tree
28	Azure Blue		Brown of Emerald	Scapes of Wooded Hemlock	Blue Copper tree
				Common	
29	Ultramarine Blue		Paper Hole of White or Small Blue	Barberry	Azure Blue of Large
			Small Blue		
30	Blue Ultramarine		Little Part of the Wings of the Stone of Blue Butterfly	Blue Anemone	Blue Copper tree
31	Robin Blue		White Anemone of Lap	Hepatica	Blue Copper tree

## PROJECT 4: Curriculum Design

Clients including: Subject, SuperSummary, The School of LA

A blue square with the word "Subject" in white, sans-serif font.

Subject

A teal square with the SuperSummary logo. The logo consists of a stylized "WS" icon followed by the text "SUPERSUMMARY™" in white, sans-serif font.

WS SUPERSUMMARY™

**As a teacher, curriculum design and writing** comes as second nature for me. I design and write Literature and Writing curriculum for high school and college-aged learners, both online and in-person. I distill year-long courses into single paragraphs and write curricular instructions for learners of various ages and learning needs.