



# JOHN NICHOLS

COPYWRITER

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www.johntnichols.com

## WHERE I STUDIED

book180	University of Wisconsin-Milwaukee
Copywriting and Portfolio Program	BA English (Literary and Cultural Criticism)
Fall 2023 - Spring 2024	Certificate in Celtic Studies

## WHERE I WORKED

### Content Writer

Freelance / 2023 - Present

All that time I spent skateboarding instead of doing homework has paid off! Someone pays me to write about it!

### Shop Service Technician

REI Inc. / 2022-2024

This is where I really had the opportunity to show off my ability to not use a flathead screwdriver as a prybar.

### Warranty Tech Lead

Erik's Bike Board Ski / 2020 - 2022

I had the pleasure of working in the Land of Misfit Toys, dealing with warranty returns and solutions from across the Midwest.

### English Teacher

Nizhnevartovsk, Russia / 2020

Froze my ass off.

## WHO I AM

For the purposes of this resume, someone who strives to write copy that meets its goal, whether that is to inform, entertain, or persuade.

Non-professionally I like to lay around on sunny days and whistle songs to myself.

## WHAT I KNOW

- Creative Problem Solving
- Storytelling
- Pitching
- Presentation
- Ideation
- Headlines
- Social Content
- Web Content
- Adobe Creative Suite
- Nothing

## (CERTIFICATIONS)

### CELTA

English as a Foreign Language  
2019

## (AWARDS)

### Summer Gaeltacht Award

Grant for the purpose of studying Gaeilge in Ireland  
07/2014

Most Handsome Son  
1994 - Present  
Undisputed