

MARTIN NICHOLAS

SENIOR COPYWRITER

HI THERE

I'm a copy-writing, grammar-pedantic, jargon-busting Irishman who makes brands sound human. I eat deadlines for breakfast. Mainly sandwiches for lunch. But I'm currently hungriest for some cool freelance projects (see what I did there?).

HIT ME UP




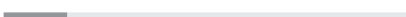
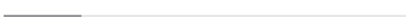

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EXAMS FROM MILLENIA AGO

2004 - 2008 **2:1 BA (HONS.) ENGLISH LIT/HISTORY**
Trinity College Dublin

1997 - 2004 **A-LEVELS: AAA**
St. Columb's College, Derry

THE SKILLZ

Writing killer copy 
Managing writers 
Turning up 
Sharing my McCoys 
Arbitrary bar charts 
Preventing my toddler 
from spilling juice on
my laptop

WHAT'S BEEN HAPPENING

Apr. '21 - Aug. '22, **PELTON, LONDON**
Apr. '23 - Nov. '23 **Senior Copywriter (Freelance)**
Joined the fitness phenomenon the world is talking about (mainly for the right reasons), not once but twice. Wrote the book (literally) on Aussie tone of voice, developed new tone of voice for UK and Australia, directed talent (the instructors) on radio ads, developed a World Mental Health Day campaign, worked on billboards, vinyls, TV, lots of CRM and more. Helped script upcoming UK and AU campaign, including high profile TVCs (look out for them). Became a dad (not strictly Peloton-related).

Aug '19 - Apr. '21 **FREELANCE, LONDON**
Senior Copywriter
Struck out as a freelancer, confident conditions in the world would remain the same for a number of years and copywriting would boom. Worked on cool projects for We Are Alexander (Lefte, Corona, Swiss Delice), Spark44 (little bit of Harley Davidson, six months of Indian giants Tata Communications), the BBC (Sounds app), SEGA (Football Manager), and SLAMcore (AI and robotics). Learned enough about AI to know I know nothing.

Apr. '18 - Aug. '19 **BBP, LONDON**
Senior Copywriter
All the stuff below, but with a fintech spin. Clients included NTT DATA, Logitech, Dimension Data, Amadeus, DueDil and Worldpay. Owned and led agency's copy output, which included lots of white papers, video scripts and new tone of voice guidelines. Presented to clients. Learnt some sweet InDesign moves. Ran workshops on tone. Mentored junior writers. Developed an encyclopedic knowledge of falafel stalls on Leather Lane.

Feb. '17 - Feb. '18 **VIRGIN MEDIA BUSINESS, LONDON**
Head of Copy
Wrote, conceptualized, edited and approved copy for website, blogs, leaflets, videos, OOH... everything, basically (including ghostwriting for Sir Richard Branson). Hired and managed a team of writers. Developed UX, copy and strategy for Voom Pitch 2018, a massive nationwide competition. Managed tone of voice across startup, SME, MLE, and public-sector comms. Learnt way too much about fibre broadband.

A MILLION YEARS AGO

Aug. '14 - Aug '16

WITH COLLECTIVE, SYDNEY

Copywriter

First big agency job at an award-winning digital specialist, working with high profile clients like Qantas, Google, Airbnb, Symantec, Canon, Salesforce, Cisco and Commonwealth Bank. Part of winning pitch efforts for Optus, Virgin Mobile and Australian War Memorial. Got involved in UX for large-scale projects. Worked on Qantas' Points Destination, helping agency win them. Wrote anything and everything. Learnt a ton. Spent most of my pay on sunscreen.

Birth - Aug '14

VARIOUS

Various roles

Born. School. Some nice family holidays in rural Ireland. Got into reading, football, and LEGO. Still into all three. Wanted to become a magician. Ran a surprisingly high-maintenance Metallica fan website. Went to uni. Moved to London. Had a succession of mostly terrible jobs. Moved to Australia. Worked at Groupon (remember them?). Jumped into freelance copywriting, but just needed a first big gig...

HOBBIES AND INTERESTS

- Insisting I'm going to start that novel "one of these days".
- Forgetting people's names and developing elaborate ruses to discover them before I get found out.
- Finding ways to shoehorn the fact I'm doing London Marathon 2024 into unrelated conversations.
- Wondering twice a week if an air fryer is worth it.
- Spending more time than necessary putting jokes into my CV.
- Saying 'I'll add it to the list' when someone tells me about a new show and then not watching it.
- Meticulously planning out cereal purchases in advance to accord with my 'healthy-healthy-sweet' strategy.