

GUY NICHOLLS

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About me

I'm a versatile, creative, experienced writer of engaging copy to sell, explain or entertain. I write with a definitive human touch and style that brings copy alive for a compelling read. I also have extensive experience in design, production, publishing, sales, marketing and advertising. Much of my current writing is in the Software-as-a-Service (SaaS) space, engagement comms, and sales and marketing campaign messaging for emails, social media and lead generation landing pages.

Experience

Freelance writer of sales and marketing content

Guy Nicholls

2020–present

Writing for businesses and consumers includes web content, webpages, landing pages, video scripts, blogs, emails, letters, guides, Amazon listings, articles, e-books, banners, social media posts, infographics, press releases, press kits, LinkedIn posts, battlecards, app content, menus and brochures.

Recent work: *Accenture, Adobe, Amazon Web Services (AWS), AMD EPYC, AMD HP, Aruba, Android Enterprise Essentials, ASUS, Broadway Publishing, CDW, Cegid, Cisco, Cradlepoint, Dell, Dynabook [Toshiba], EKM, EPOS, Extreme Networks, Google, Google Workspace, Fujitsu, Hitachi Vantara, HPE, Infinite Enterprise, Lenovo, LG, Logitech, Mandarin Oriental Hotel Group, Microsoft, Rich Interactive, Rohoni, Sophos, Sublimotion, Targus, TD SYNEX [Tech Data], Transparency, Upfluence, Ultima, Wollit, Xerox.*

Agency Owner, Managing Director and Lead Copywriter

Muse Publishing

1998–2019

Managed ten staff. Responsible for the agency's publishing and copywriting output based out of Salisbury and London offices. This included 15 years on-contract as a rostered copywriting agency for BT (including BT Retail and BT Business), writing customer and fulfilment communications (CRM, sales and marketing emails, letters and SMS), webpages, user guides, product descriptions, order pages and video scripts). The first web site I wrote for BT was their first broadband-dedicated website in 2001.

Clients included the *Art & Design Partnership, Aristocrat, Bostock & Pollitt, BT, Climate Change Capital, Carnival Cruise Line, Email Vision, Hearing Link, Liverpool Victoria (LV=), Mandarin Oriental, Microsoft, NatWest, Peregrine Communications, RBS, Regus, Rich Interactive, Sovereign, Sun Microsystems, Unibet* – to name a few.

Associate Publisher and Sales Manager

Hill Custom Publishing

1997–1998

Working from the Notting Hill (London) office, was Associate Publisher of *McDonald's Big Map* (circulation one million), *London Keys* and *Heathrow Taxis* guides, *Passport* (for directories/indexes for key London areas) and *Marsh & Parsons* magazine. Actively supported the company's sales and marketing activities on their leading London magazines: *The Green, The Hill, North West and South West*.

Publisher, Production Director, writer, photographer (also freelance)

Cheney/CDN

1987–1997

Involved in all aspects of the creative, editorial, design, production and publishing of the companies' glossy magazines: *The Regent* (for Regent International Hotels), *Mandarin Oriental* (for Mandarin Oriental Hotel Group), *Select* (for HSBC, bilingual English-Chinese), *Premier* (for HSBC, bilingual English-Chinese), *Harbour City* (for Harbour City shopping centre), *Inter-Continental Traveller* (for Inter-Continental Hotels & Resorts) and *Marco Polo* (for Marco Polo Hotels). Also published *Perspectives* (newsletter for Chestertons), *Check-in* (newsletter for British Airways), *M&S* (newsletter for Marks & Spencer) and *Sotheby's* (newsletter for Sotheby's).

Other publishing, writing or photography clients included: *Alfred Dunhill, Asian Sources, Business Traveller, Chase Manhattan, Christoff & Co, Colombian Emeralds, Desco, Electrolux, Heathcote Williams, Hong Kong Standard, Hyatt International, Jebsen & Co, La Perla, Lane Crawford, Le Salon, Marguerite Lee, Regent Arcade, Saatchi & Saatchi, Seatrade, Securicor, Showcase, South China Morning Post, Standard Chartered, Sunday Post, SuperStock, Tatler, The Peak, Time Out, TV Times, TVB, Wharf Holdings, Yaohan Foods, Yoptin* – to name a few.

Education and qualifications

School of Oriental and African Studies (SOAS), London University

BA Joint Hons in Kiswahili and African History

Rugby School, Rugby, Warwickshire

3 A Levels: English, Geography and Economics

8 O Levels: Including English and Maths

Other

Tend to work using Microsoft 365 applications, happy embracing all sorts of software. I have a clean, full driving licence.

References

Testimonials: <https://guynicholls.ink/testimonials/>

Writing samples: <https://guynicholls.ink/writing-samples-overview/>

Thank you for your interest.