



Lois Nicholls

Freelance Journalist & Author

 <https://au.linkedin.com/in/loisnicholls>

Personal Summary

With over twenty years' experience writing both print and online genres, I produce content and convey stories according to clients' requirements. If you need snappy, witty copy, humorous columns, website content or in-depth features, I can deliver. I strive always to produce well-sourced, original wording that is not merely a rehash of existing material. I am comfortable working to tight deadlines independently or in a team, am friendly and enjoy a good sense of humour.

Key Qualifications

- Feature stories
- Columns
- Website content
- Opinion pieces
- Press releases
- Marketing material
- Magazine features
- News stories
- Real estate content
- Editing
- Blog posts
- Proof-reading
- Brochure content
- Reviews
- Newsletters
- Testimonials
- Humour
- Advertorials

Personal

✉ lois.nicholls@gmail.com

☎ 0412 135 454

🌐 www.loisnicholls.com.au

🏠 PO Box 600, Kenmore. 4069 QLD

👤 Nationality: Australian

Education

Durban University of Technology

- Diploma of Journalism

Open University Subjects - Academic Writing (Griffith University); Writing the Nation: Australian Literature to 1950 (Curtin University).

Competencies

- Write from scratch or revise existing website content for large and small organisations. e.g. BlueCare, By-Tech Engineering, CrackerJack Costume & Party Supplies, Emjay Plant Hire, Nicola Claire Interiors, Faulkner Removals, Gill & Lane Solicitors, GoZeaus, Nicholls Technologies and Peopleconnexion to name a few
- Author of '**Aussie, Actually**' - A memoir of migrating to Australia
- Producer of crisp, jargon-free writing
- Management of business owners' blog posts to help them better connect with their customers and improve their standing as an authority in their field
- Compiler of newsletter content related to a specific industry on a monthly or weekly basis
- Rewrite existing content into a more fluid, readable form
- Producer of compelling feature stories for magazines or newspapers that capture an audience
- Producer of clean, jargon-free web and print copy without verbose padding
- Ability to work to tight deadlines and accomplished interviewer
- Strong capacity to engage and communicate

Client Projects - www.loisnicholls.com.au/work/

References available upon request