

Résumé - Belinda Nicoll

Communication Specialist

Published author. Certified life coach. Skilled copywriter. Excellent communicator.

Whether working on her own publications, critiquing manuscripts, or producing content for corporate clients, Belinda applies her aptitude for research, passion for language, and knowledge of sensory-based communication to craft compelling stories and convincing messages that create rapport between diverse audiences, motivate behavior, shape attitudes, and bring about transformation.

Education	<ul style="list-style-type: none">• MFA in Creative Writing (Fiction), Queens University of Charlotte, 2012• BA (Communication & Sociology), University of South Africa, 1996
Training	<ul style="list-style-type: none">• Neuro-Linguistic Programming (NLP) Master & Coaching Certifications, 2001–2004
Publications	<ul style="list-style-type: none">• Short story (<i>My Gutsy Living Anthology</i>, published in USA, 2013)• <i>Out of Sync</i>, an expat memoir (published in USA, 2012)• Articles on creative writing (various media platforms: 2010–2012)• <i>The Serpent Goddess</i> (a short story: Eclectic Flash Literary Journal, 2011)• Articles on NLP Life Coaching (The Healing Springs Journal, 2004/2005)
Presentations	<ul style="list-style-type: none">• Guest speaker on <i>Immigration As A Vital Issue Of Our Times</i> (Cary Arts Center, NC), 2008• Guest reader at community-outreach program (Wyoming), 2007• Guest appearance on <i>The Health Connections Show</i> (NY), 2005
Merit Award	<ul style="list-style-type: none">• Fellowship Grant by Jentel Artist Residency Program (Wyoming), 2007
Current Projects	<ul style="list-style-type: none">• Fiction (novel) / Nonfiction (creative writing guide)

- EXPERIENCE:** Over 20 years experience writing across diverse platforms. Proficient in integrating scientific data with creative concepts to provide marketing solutions for pharmaceutical and financial clients. Self-motivated as well as a good team player. Solid digital and social media skills, including basic HTML.
- 2016 - 2017** **Freelance Copywriter, MA:** Create print and interactive communication for pharmaceutical and medical device companies. Clients: InVivo, Cambridge Biomarketing, and Precision Effect.
- 2013 – 2015** **Marketing Communication Specialist at Nationwide Insurance, OH:** Write product materials and promotional tactics for print and digital execution. Duties include data analysis and conceptual thinking to develop creative solutions to complex communication challenges.
- 2009 – 2012** **Freelance Writer and Book Consultant, NC & OH:** Offer copywriting and book consultancy services while completing MFA program and publishing memoir.
- Copywriting services: Create print and interactive communication for pharmaceutical and medical device companies.
 - Book consultancy: Offer manuscript critiquing, developmental editing, and ghostwriting.
 - MFA in Creative Writing Program: Develop creative thesis (fiction: novel) and craft thesis (nonfiction: creative writing guide).
 - Publish memoir, *Out of Sync* (available on Amazon): Develop website, establish blog and social media platforms, and manage publication, distribution, and promotion of book.
- 2005 – 2008** **Freelance Writer and Life Coach, NY & NC:** Assist clients with personal and career goals, helping them deal with internal conflicts, limiting beliefs, life transitions, and social and cultural adaptation. Copywriting portfolio includes content development for pharma clients and articles on coaching.
- 2002 – 2004** **Account Supervisor at FCB Healthcare, CA:** Responsible for tactical strategy, promotional planning, and project management to achieve brand sales objectives of medical device company. Strong presentation skills and excellent client relations.
- 1996 – 2001** **Senior Copywriter (Pharma), South Africa:** Responsible for managing consumer and B2B communication projects, including conceptual, tactical, and promotional strategy, as well as new business development. Strong portfolio in infectious diseases (HIV/AIDS) and neurology.

References, publications, and creative portfolio available on request