



Portfolio
Nicola Gold



Offer

COPYWRITING

Corporate identity, writing,
editing, localisation

TEACHING

Workshops for writing
effectively and with style. In
German and English.

CONSULTING

I find out what makes my
clients special and develop the
best communication tools for
them.

VOICE-OVERS

Advertising, film, video, TV,
radio, e-learnings, phone
messages ... German is my
first language, so in English I
do have a bit of an accent.

Copywriting (German, English)

Corporate Identity

- ❑ Corporate wording development
- ❑ Names, taglines, slogans
- ❑ Storytelling
- ❑ Localisation for Austria

Writing

- ❑ Websites
- ❑ Print and blog articles
- ❑ Interviews
- ❑ Mailings
- ❑ Folders
- ❑ Image films
- ❑ Explainer videos ...

Editing

- ❑ Revision of existing texts
- ❑ Editing

Consulting (German, English)

Goal Definition

Define communication goals:

- USPs
- Mission & Vision
- Employer Branding
- Community Building
- Calls To Action ...

Means Definition

Define communication tools regarding:

- Effectiveness
- Resources
- Target audience
- Communication goals

Concept

Communication strategy according to needs:

- Website
- Blog
- Email Marketing
- Film, video
- Social media ...

Teaching: Workshops (German, English)

Written Communication

- ❑ Save time and nerves in everyday writing
- ❑ Modules: elements of style, technique, text forms

Creative Writing

- ❑ Writing as a way of self-expression
- ❑ Having fun with writing
- ❑ Discover your inner voice

Writing with Style in English

- ❑ Communicate more effectively in English.
- ❑ Für people with English as a second language.

Voice-Overs (German)

Radio, Video, Film

- ❑ Radio features
- ❑ Image films
- ❑ Explainer videos
- ❑ E-learnings ...

Telephone Voice-Overs

Available package:

- ❑ Scripts for voicemail greeting, message on-hold etc.
- ❑ Rights-free music selection
- ❑ In cooperation with a recording studio

Advertising

- ❑ TV
- ❑ Radio
- ❑ Film ...

A few favourite projects:

More work samples to read and
listen to:
nicolagold.com



Corporate Wording Development

Tagline for mo° sound – porcelain ball speakers



Corporate Wording Development

Tagline and slogans for Austrian organic soft drink company all i need.



Web: [traindt.com](https://www.traindt.com)

Development of communication goal, development offer, web concept, copy



Web: [wearethunder.co](https://www.wearethunder.co)

Corporate wording development, development communication & design USPs ...

I love working with



360° Branding

thunder.



Photography

Studio Koekart



Podcasts

OH WOW



Design

Stefan Friedl

About me

I have been **writing for 20 years** and no text genre is foreign to me.

My strength is identifying the core of a topic and putting it into words in a memorable way.

Tell me what makes you tick as an entrepreneur and I'll develop the best way to communicate it.

My additional background in **video and film production** as well as in **conference design** and **design thinking** allows me to break new ground by approaching communication on many levels.



Milestones

- ❑ 3 years **project and community management and organisation of pan-European conferences** in a consulting company for political innovation
- ❑ 4 years communication, (chief) editing, conception and project management in **PR and advertising agencies**
- ❑ 4 years **lecturer "Writing Lab"** at the International Management Center Krems, Austria
- ❑ **10 years self-employed** as "Wortfachgeschaeft" (copywriter, translator, editor, voice-over)
- ❑ 6 years **editor for film and TV** (e.g. for ORF, ATV, Sat1 & Pro7 Austria)
- ❑ **Voice-over training** at the Schule des Sprechens, Vienna
- ❑ 3 years **contemporary dancer** (incl. studies), as well as freelancer for **MTV** in London, UK
- ❑ 3 years of studies in communication sciences with focus on **TV, radio and film production** in California, USA
- ❑ 1 year study of **Comparative Literature and English** and American Studies in Vienna, Austria

Thank you for your attention.

If you are interested in one or more of my services, please contact me directly for a customized quote.



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