



Nick Bachan

nickbachan.com

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Summary

Nick is a UX writer, content strategist, and creative copywriter. He designs meaningful product experiences with clear language that guides, informs, and empowers users.

Experience

UX WRITER & CONTENT STRATEGIST | INDEED | AUSTIN, TX | 2020 - PRESENT

Manages UX copy and data-driven content strategy for an end-to-end recruiting product

UX WRITER, COPYWRITER & CONTENT STRATEGIST | RAZORFISH | AUSTIN, TX | 2017 - 2020

Created UX copy, content strategy, and conversational design for a retail services product

SENIOR COPYWRITER & CAMPAIGN STRATEGIST | 83BAR | AUSTIN, TX | 2017

Managed digital nurture campaigns for healthcare clients; wrote and edited copy for conversion-focused landing pages, digital ads, lead-generating surveys, and websites

CAMPAIGN STRATEGIST & COPYWRITER | DELL EMC | AUSTIN, TX | 2015-2017

Managed global B2B nurture email campaigns, delivered assets to global production teams, and led a UX research project to optimize a modular CMS integrated with Eloqua

FREELANCE COLUMNIST & CONTENT WRITER | M + P | AUSTIN, TX | 2015-2017

Created a column called *Helpful Notes from Nick* to provide empathetic and actionable advice to creative professionals; wrote blogs and marketing content

FREIGHT LOGISTICS REPORTING SPECIALIST | FREIGHTPROS | 2014-2015 PURCHASER | GTS TECHNOLOGY SOLUTIONS | 2011-2014

Education

THE UNIVERSITY OF TEXAS AT AUSTIN

Major: Marketing (BBA 2011)

Minor: Radio, Television & Film

Certifications

UX Design | General Assembly **Eloqua B2B Master** | Oracle

Skills

Illustration | Creative Writing | Editing | Scriptwriting | UX Research | Lo-Fi Prototyping