



LEE NOURSE

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website: leenoursecopywriting.com

PROFESSIONAL SUMMARY

Confident copywriter with fresh ideas. Long background in English language teaching. Trained in courses designed by some of the top copywriters in North America. Expertly trained to write case studies, copy for websites, blogs, e-mail campaigns, newsletters, articles, brochures, book jackets, press releases, and more.

AREAS OF KNOWLEDGE AND SKILL

- case studies
- website copy
- Email blasts and newsletters
- ghost writing
- blogging
- long form/short form sales copy
- concept development
- video sales letter script
- editing and proofreading
- research
- designing and conducting interviews

WORK EXPERIENCE

- 27 years English language teaching
- currently writing copy for technology sector
- currently writing content for health sector
- Key Message Copy Platform
- edited fiction and non-fiction works
- proofread copy for remote client
- editorial and blog articles
- miscellaneous projects

(see table below)

EDUCATION

2015	Various copywriting courses	<ul style="list-style-type: none">• Circle of Success• AWAI (American Writers and Artists Inc.)
2014	Accelerated Copywriting Program	<ul style="list-style-type: none">• American Artists and Writers Inc.
1988	Bachelor of Arts	<ul style="list-style-type: none">• University of British Columbia, Vancouver, BC, Canada
1983	Diploma of Creative Writing	<ul style="list-style-type: none">• David Thompson University Centre, Nelson, BC, Canada

PROFESSIONAL AFFILIATIONS

- American Artists and Writers Inc. (AWAI)
- Professional Writers Alliance (AWAI)
- Circle of Success (AWAI)
- Advanced Learning (AWAI)
- The AWAI Verified™ seal indicates that a copywriter has ...
 - ◎ Studied AWAI's world-class The Accelerated Program for Six-Figure Copywriting, which covers the fundamentals of persuasive direct-response copy.
 - ◎ Passed AWAI's robust test and demonstrated an understanding of copywriting principles and best practices.



Note: References available upon request.