

Nicolai Ordahl

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Skills

- Copywriting, editing, brand marketing, topical research, SEO
- Industry experience in mining, hospitality, recruitment, higher education, conservation, home services, disability services
- Strong collaborator with UX, SEO, content strategy and legal specialists
- Proficient in Figma, WordPress, InDesign, Office, Logic Pro

Education

- **M.Phil., European Languages** (2023)
University of Oslo
- **B.A., English Literature and Political Science** (2003)
University of Minnesota

Current Positions

Writing and editing contractor

Nov. 2007–current

Perform writing and editing tasks (e.g., original articles, web pages, catalogues, technical sheets) in diverse business settings. Recent clients include Strategic Education, Inc. (USA), GiveMeService.com (USA) and Sidekick Communications (Australia).

Author

2020–current

My first novel, *Facing Space*, was acquired by Audible Originals in 2018, on representation from The Gernhert Company.

Past Positions

Copywriter

Strategic Education, Inc. (SEI), via Antenna, Inc.
April 2020–Feb. 2021

Performed high-level copywriting tasks for one of SEI's key digital assets (capella.edu). Worked full-time with a team of designers, UX professionals and administrators. Specialized in clear, compelling language with high standards of SEO and legal compliance. Resigned post to pursue graduate studies in Norway. Supervised by Koren Henderson.

Blog specialist

Sidekick Communications
2014–2021

Researched and wrote original content for Australian and global businesses, such as Davey Bickford-Enaex (metals and mining), Minett Consulting (hospitality) and Reddin Partners (recruitment). This was a long-term contractor role. Supervised by Kate Reddin.

Gerente comercial (Marketing manager)

Treeglobe S.A.C.
Feb. 2012–May 2014

Assisted with marketing and construction operations for a jungle conservation project in Tarapoto, Peru. A wide array of duties included meetings with local branches of government. Supervised by Chris Odle.

Publications manager

Partners in Community Supports (PICS)
May 2003–Oct. 2007

Managed ad campaigns for web, print and radio at a non-profit agency serving Minnesotans with disabilities. Served as chief editor for a federally funded web portal (lifepages.org) and wrote a successful grant proposal to the state of Minnesota. This was my first professional role in writing, editing and content creation. Supervised by Anne Roehl.