

TYLER NYQUVEST

WRITER



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EXPERIENCE

Freelance Journalist and Copywriter | 2015 - Current

I currently write for the Business Examiner, reporting on BC-wide business news, economic developments and company-specific growth. I also contribute as a freelance journalist to the Health and Wellness department of the South China Morning Post (SCMP) based in Hong Kong. My articles and photographs have appeared in magazines, newspaper print and digital outlets and I have been published both nationally and internationally. Writing samples may be viewed on my website.

Copywriter and Content Specialist | 2021 - 2022

Everbrave Branding Group Ltd. | Remote

I served as the part-time copywriter and content specialist for Calgary-based growth marketing and creative branding agency, Everbrave Branding Group Ltd. In this role, I assisted the company's wide-ranging client base on a variety of copy and content-related efforts. My duties included copywriting for blogs, guides, eBooks, ads, email marketing campaigns, website copy and much more. I created extensive pillar pages and SEO-optimized, insights-driven website content for brands to rank well online and be noticed by the right customers. I worked together with the growth team to create strategies, build brand ideas and make measurable impact on audiences that translated into conversions and new customers.

Copywriter | 2017 - 2020

Glacier Media Digital | Vancouver, BC

During my employment at Business in Vancouver (BIV), I split my time between reporting and working for the digital marketing agency division of the newspaper, Glacier Media Digital. For the digital team, I worked as a copywriter, contributing stories for sponsored content, marketing campaigns, advertisements and much more. I also worked alongside the events team on management, promotion and execution of the various nationally-known event series' such as Forty under 40, BIV talks, BC CEO Awards and more.

Reporter | 2016 - 2019

Business in Vancouver | Vancouver, BC

Business in Vancouver (BIV), a division of Glacier Media, is a digital and print newspaper that provides business reporting on a wide array of topics. My position at BIV consisted of pitching, writing and reporting on various business-related news stories in B.C. and across Canada, including shooting my own photographs. I also contributed articles to various annual magazines within Glacier Media Group including LifeSciences BC, Cannabiz, Western Investor and more.

Content Creator | 2014 - 2016

Hypebeast Music | Remote

Hypebeast Music, formerly Hypetrak, is a digital and print music magazine dedicated to offering a wide range of music and pop culture-related content. My position at Hypetrak consisted of pitching and writing stories about breaking music and artist news, newly released albums, live show reviews, cultural criticisms and more.

EDUCATION

Simon Fraser University 2017

New Media Journalism Certificate
(Select Courses)

Simon Fraser University 2013

Bachelor of Arts (B.A.), English
Language and Literature, General

Monash University 2012

Prato, Italy

CORE COMPETENCIES

- » Copywriting
- » Editing
- » News Writing
- » Business Writing
- » Communications
- » Research and Fact-Checking
- » Creative Website Copy
- » SEO
- » Trend Forecasting
- » Feature Writing
- » Profile Writing
- » Health and Wellness Writing
- » Community Journalism
- » Music Journalism
- » Creative Writing
- » Live Event Review

SOFTWARE SKILLS

- » WordPress
- » Hubspot
- » ClickUp
- » Bugherd
- » Hootsuite
- » Harvest
- » ZenPilot
- » Jasper AI
- » Semrush
- » BambooHR
- » Windows & Mac OS Platforms
- » Microsoft Office