

Nicholas Thienpont Bibb

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Work experience

2021 – 2025 REMOTE

Head of Content
Scandinavian Travel

2019 – 2021 BARCELONA, SPAIN

Sr. Content Strategist
Openprovider

2017 – 2019 BARCELONA, SPAIN

UX Writer
Applus+ Laboratories

2015 – 2017 BARCELONA, SPAIN

Content Manager
Zinklar

2013 – 2015 MÁLAGA, SPAIN

Junior Copywriter
Accenture



Education

2020 – 2022 REMOTE

MSc | Artificial Intelligence for Creative Industries
University of York

2015 – 2017 REMOTE

MA | Advanced SEO Copywriting
SCI

2011 – 2012 MADRID, SPAIN

MA | Marketing & Digital Communication
IMF Business School

2007 – 2011 MÁLAGA, SPAIN

BA | Translation & Interpretation
UMA



Certificates

2024

Foundations of UX Writing
University of Washington

2020

Certified Professional Copywriter (CPC)
American Writers and Artists Institute (AWAI)



Certificates

2018

Social Media Marketing
College of Media & Publishing

2017

Online Editing & Proofreading
College of Media & Publishing



Skills

– LANGUAGES

Spanish	Native
English	Native
French	Professional

– TECHNICAL SKILLS

Conversion-Focused Copywriting	
SEO & Keyword Research	
Content Management Systems (CMS)	
AI Writing Tools	
Performance Metrics & Analytics	

– SOFT SKILLS

Empathy & Creativity	
Seamless Communication	
Attention to Detail	
Problem-Solving	
Collaboration and Teamwork	



Achievements

- Led a full content revamp of the website's landing pages and product descriptions, leading to a 17% increase in booking conversion rates over three months. (*Scandinavian Travel, 2024*).
- Conceived and launched a domain registration content hub with a pillar page and satellite articles, boosting organic traffic by 28% and reseller sign-ups by 22% in five months. (*Openprovider, 2021*).
- Overhauled the UI microcopy across the online inspection and reporting flows, cutting form abandonment by 22% and slashing support tickets by 30% within two months. (*Applus+ Laboratories, 2018*).
- Developed and executed an integrated content calendar which boosted organic blog traffic by 35%, webinar sign-ups by 28% and MQLs by 30% within four months. (*Zinklar, 2016*).