

ニコラス

Nicholas

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Professional Profile

I am a writer, designer, and content developer who uniquely applies logic and creativity when facing business challenges. Combining formal education in all areas of the fashion system with a lifetime obsession of popular culture has driven my thought process outside of the mainstream. Trusting my instincts and not shying away from the unconventional has led to a track record of success.

Education

Bunka Gakuen University *2015-2017*
文化学園大学
Tokyo, Japan
Master of Arts
With a Major in Science of Clothing

Part of Bunka's Graduate School of Fashion and Living Environment Studies, the *Global Fashion Concentration* uniquely bridges theory and practice within a global context, focusing on fashion-related art and design.

My graduate thesis, *Bridging Image Sharing from Edo to Tokyo: A Comparative Study of Ukiyo-e and Instagram*, examines the similarities between Edo period ukiyo-e prints and the use of Instagram in contemporary Tokyo. Production rate and accessibility gave both medium powerful influence over branding, marketing, fashion, and celebrity status. The accompanying capsule collection was inspired by Edo period menswear. Using high-tech, synthetic textiles, each garment combines traditional Japanese pattern making methods with contemporary finishing techniques.

My portfolio and written thesis are accessible online via nicksthebest.com.

Bunka Institute of Language *2014-2015*
文化外国語専門学校
Tokyo, Japan
One-Year College Preparatory Course

Ryerson University *2002-2008*
Faculty of Communication and Design
Toronto, Canada
Bachelor of Design
With a Major in Fashion Design



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Work Experience

NHK Enterprises Inc. *2017-2019*
株式会社 NHK エンタープライズ
Events & Visual Media Development
Business Development Centre
Global Business Headquarters
Tokyo, Japan
Assistant Producer

Contracted as an English digital copywriter, lead fashion consultant, and liaison to the finalists participating in a televised, international fashion and style competition.

Worked closely with production staff and the Kawaii.i digital team as an Assistant Producer, creating online English media and maintaining the social presence of the NHK World programme, *Kawaii International*. Used social networks to communicate with the global audience to further understand differences in regional online behaviour, increasing positive results generated after creating targeted marketing campaigns.

Chester + Company *2009-2016*
Advertising and Branding Agency
Halifax, Canada
Social Media Specialist and Community Manager

Hired to develop and maintain all in-agency social media initiatives and to maintain multiple client pages on a daily basis. Responsible for identifying issues and topics pertinent to agency and clients. Creating relevant online content to build online conversations and relationships leading to acquisition of new clients.

Skills and Achievements

Instagram: By applying graduate-level research of Instagram user behaviour, the *Kawaii International* follower count has grown 55.8%, Engagement has increased by 264.4%, and Impression has risen by 1,043%.

Social Integrated Marketing: Created and launched an SNS marketing initiative for O'Regan's Chevrolet, a luxury auto dealership, in Halifax. Using Twitter to reach university students, sales dedicated to the 18-30 year old demographic increased by 19% over two years.

Adobe Creative Cloud proficiency

Technical and creative illustration abilities