

Bryan Nicholson

Sports betting and iGaming writer



I am a freelance or remote sports betting and iGaming writer, providing an array of diverse content in the sports betting and iGaming niche. I have run my own websites and am fluent in HTML and well versed in the latest SEO practices. I have acquired formatting and editing skills along with my writing expertise which focuses mainly on gambling content such as betting previews, educational betting material and sportsbook/casino reviews. I take pride in delivering expert content in the gambling niche in a timely fashion, and am always open to feedback.

SKILLS

Golf previewer and tipster
Football betting writer
Videocasts and Podcasts
Educational betting content

EXPERIENCE

2024 –

CONTENT PROVIDER FOR KADABRA INC

Key Responsibilities: Working with Kadabra Inc, providing sportsbook reviews, educational betting content and casino content for websites including casino.com/ie and bettingtop10.ie. Working closely and liaising with my editor on the Monday.com platform. Also providing ad hoc articles for various clients.

2022 – CURRENT

Content Provider for Pinnacle and Smarkets

Key responsibilities: Producing golf betting content in the form of articles and Podcasts for these two major players following a move from providing golf content for onlinebetting.com. I write a weekly PGA Tour piece for Smarkets and write ad hoc articles for Pinnacle on all things golf betting, as well as more general educational betting content. I liaise regularly with the editors and the teams.

2021 – JAN 2024

Content provider for Gambling.com Group (GDC Group)

Key responsibilities: Part of a US team at Gambling.com Group (GDC Group) that built up sports betting, sportsbook, and iGaming / casino content at several state gambling sites when sports betting went live in that state. Websites included BetMichigan.com, Empirestakes.com, RotoWire and OntarioBets.com in Canada. Briefed by editors and builders using Surfer to provide a template, I followed directives, researched and wrote content using Natural Language

Sportsbook and online casino reviews
HTML formatting
Search engine optimisation
Keywords and NLP
Building a following and social media presence
Proof reading and editing
Poker, mathematics and probability
Educating people on gambling efficiently and responsibly
Authored two books on sports betting

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www.sharpsportsbettors.com

www.sportsbettingcontent.info

TWITTER

www.twitter.com/nicspicks

Processing (NLP) and keyword analysis for SEO. Gained more experience with CMS and software tools like Surfer SEO.

JULY 2012 – JANUARY 2020

Golf Columnist at Unibet

Key responsibilities: I ran the Unibet golf blog for nearly 9 years providing weekly golf betting previews for the European Tour and the PGA Tour. I learned a lot here and moved onto creating diverse and engaging content at an expert level and meeting deadlines for a string of high calibre editors

Previous:

Background working with Bank of Ireland before moving on to play poker and bet on sports while setting up the then renowned Nicspicks betting blog. The blog opened many doors through networking and meeting new contacts in the space.

EDUCATION

St. Mac Dara's Community College – Dublin, Ireland
Degree in Mechanical Engineering – IT Tallaght (2 years)

ACHIEVEMENTS

- Worked for and contributed to several more leading gambling sites including 888sport, iTech Media (onlinebetting.com), 90digital, Matchbook (media) and independent.co.uk.
 - Built a website / blog which amassed over 1 million hits and gathered a strong following.
 - Authored 2 books on sports betting: Hypnotised by Numbers and Angles and Edges.
 - Offered jobs or collaborated with big brands like PaddyPower, Betfair, PlayOn Daily Fantasy and the European Tour golf HQ.
 - Pioneer of the course fit ratings for golf betting using my profiling manual eBook and the course fit model I developed.
 - Winner of PartyPoker Dublin main event in Poker.
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