

Robert Lucas, B.A. English Professional Writing, 2014

By Max Chambers

Freelance Copywriter

“Albert Einstein said that you don’t fully understand something until you can explain it simply. Not a lot of people can do that, and it serves you very well, no matter what you’re doing.”



Robert Lucas graduated from WKU in 2014 with a bachelor’s degree in Professional Writing. He began full-time freelance work in 2017 and hasn’t looked back since. Lucas has worked as a freelance copywriter for *New York Times* bestselling authors, personal brands, startups, and even one of the largest boiler companies in the nation

As a native of Mount Washington, Kentucky, Lucas chose WKU because it felt like the perfect fit: “When you get on campus at WKU it’s kind of hard not to go there. It’s gorgeous.” Lucas’ high school English teachers originally inspired him to major in English for Secondary Teachers, though he later switched to Professional Writing.

Lucas valued his English professors at WKU, and he felt that they thoroughly prepared him to succeed after college. In particular, he felt that Dr. Angela Jones “was always forward-thinking in the way that she taught. She was teaching in the classroom, but she was very well-aware that she was preparing you to get a job after you graduated.” Walker Rutledge’s “Hemingway and Faulkner” course inspired Lucas’ love of Hemingway that has endured to this day. Lucas was also an active member of Phi Gamma Delta fraternity and interned as a newsletter writer at Cross-Fit Old School.

Lucas began working as a technical writer for [KirkpatrickPrice](#) part-time while finishing his degree, moving to a full-time position after graduation in 2014. However, he always felt called to freelance work, so he chose to “taper into freelancing” in 2017. Lucas markets his services through his website, [RobertLucas.co](#), and through his LinkedIn page.

Through freelancing, Lucas helps companies figure out how to market themselves and present their image to potential customers. “I’ve been really lucky because I get the best of both worlds,” said Lucas. “I do 50% of my work for one client, so in many ways it feels like I am an employee there, but I don’t have to go in every day. I can work from my house, and I can set my own schedule. I get the benefits of working with a team but the freedom of freelancing.”

When he isn’t working, Lucas enjoys hanging out with his dog Wallace, training for his next half-marathon, and re-reading the works of Ernest Hemingway.

Overall, Lucas encourages English majors to consider non-traditional career options: “As English majors, we tend to think of ourselves as averse to the business world. But if you can start thinking of yourself as more entrepreneurial, you can find different ways of making money just by typing words on a computer. If you’re good, people will pay a lot of money for that.”

He also encourages anyone interested in pursuing freelance writing to reach out to him at robert@robertlucas.co.

