

# Nicole Alexandra Canelakes

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## Professional Experience

### Staff Writer

December 2021 - Present

The American Genius and The Real Daily | Austin, TX

- Authored 60+ articles, driving significant engagement across a digital media readership of 10 million.
- Conceptualized and wrote the publication's most-read article in May 2024, ranking #1 on Google Search.
- Increased readership engagement across multiple verticals, through in-depth research, compelling storytelling, and SEO optimization with attention to detail.
- Conducted in-depth research on business and entrepreneurship trends, producing high-quality, precise content that ranked #1 in Google Search for related queries, designed to expand brand authority.
- Collaborated with editorial teams to select and refine topics, managing deadlines to ensure content relevancy and audience resonance, and driving consistent audience development and engagement across 10 million readers.

### Marketer & Content Coordinator

August 2023 - December 2023

Good Work Marketing | Austin, TX

- B2C (Business to Consumer) Writer focused on blogging to drive web traffic for small businesses
- Drove a 120% increase in site traffic within the first month by optimizing blog reach and accessibility.
- Managed marketing campaigns across various social channels and platforms, boosting engagement, commitment, and retention through thoughtful long-term content strategy planning.
- Monitored SEO and social media trends to implement best practices, increasing organic traffic in a disciplined manner.

### Social Media Coordinator

March 2022 - September 2022

Ashera Creative | Austin, TX

- Led digital brand strategy sessions, boosting social media engagement, outreach, and influencer marketing.
- Created and implemented social media content, event programming, and media kits, quickly learned from the senior staff.

## Strategic Projects

### MobilityX HR Employee Wellness Hackathon

October 2018

Led a diverse 6-person team to develop a winning employee wellness solution in a fast-paced, 48-hour hackathon.

- Presented the final case study product to industry leading executive level judges, securing the First Place Prize and \$10,000 in funding.
- Identified a critical market gap, then collaborated with cross-functional team members, synthesizing complex ideas into a coherent and innovative solution.
- Developed and executed a strategic plan, encouraging rapid prototyping and iteration to meet tight deadlines and ensure project success.

## Leadership Initiatives

### Austin Digital Jobs

October 2023 - Present

- Member of the Executive Advisory Board, focused on shaping the strategic direction of the associated Austin Digital Jobs Facebook group, which has 56.5k active members.

### SXSW Conference and Festival

March 2019

#### Sessions Volunteer

- Coordinated event logistics to ensure seamless guest experiences across multiple conference sessions.
- Guided VIPs to designated areas, managing access control and maintaining schedule accuracy.
- Adapted to last-minute changes, demonstrating strong problem-solving skills in a high-pressure environment.
- Provided exceptional customer service, helping 50+ performers navigate the event with ease and professionalism

## Education

### Texas State University

**Bachelor of Arts** | Psychology | Minor in Mass Communications | August 2017

*Awarded Service-Learning Excellence*

## Core Skills

### Content & SEO Expertise

Creative Storytelling, Wix, Google Analytics, Hubspot Analytics, Facebook Analytics, Instagram Analytics, Search Engine Optimization (SEO), Content Strategy, Copywriting, Digital Journalism, Investigative Reporting, Content, Creation, Editing, Blogging, Research

### Digital Marketing & Social Media Management

Hootsuite, Sprout Social, Mailchimp, Social Media Marketing, Digital Marketing, Audience Engagement, Influencer Marketing, Campaign Management, Paid Search Marketing, Social Media Strategy

### Productivity & Professional Skills

Deadline Management, Collaboration, Presentation Skills, Communication Skills, Project Management, Asynchronous Communication, Time Management, Detail-Oriented, Proactive Problemsolving, Customer Service

## Certifications

- Hubspot : Search Engine Optimization (SEO) and Digital Marketing Certification
- Knight Center for Journalism: Research for the Newsroom Certification
- Hubspot: Google Analytics Certification

## Publications

### The American Genius

<https://theamericangenius.com/author/nicolecanelakes/>

<https://theamericangenius.com/housing/author/nicolecanelakes/>