

Nicole Canelakes

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SUMMARY

Talented Staff Writer with 3 years of experience at The American Genius, specializing in creating engaging and informative content. Proven track record of producing high-quality articles, blog posts, and social media content.

EXPERIENCE

Staff Writer

The American Genius

December 2021 - Present, Austin, TX

- Link to 50+ Articles Published: <https://theamericangenius.com/author/nicolecanelakes/>.
- Writing compelling nuanced articles accessible by the modern millennial for The American Genius, annual readership of 10 million.
- Researching and developing a rapid understanding of complex industry issues to provide accurate, concise information of high value to readers by adapting quickly to maintain neutrality of tone, locale, and political affiliation even when reporting on sensitive topics.
- Delving deep via analysis of research papers to capture findings, various publications, and industrial data, to compile engaging features.

Marketing and Content Coordinator

Good Working Marketing

August 2023 - December 2023, Austin, TX

- Wrote, edited, and published timely content within rigorous timelines to maintain high performance, quality, accuracy and accountability for multiple clients.
- Created cross-platform marketing campaigns to maximize audience engagement and retention within algorithm adjustment.
- Monitored social media trends and implemented the latest SEO best practices to increase organic traffic and measure ROI through long term planning and performance tracking.

Social Media Coordinator

Ashera Creative

March 2022 - September 2022, Austin

- Collaborated in teamwork sessions to generate, review and implement daily digital brand strategy best practices with tasks such as social media outreach, conversion and engagement analysis, content creation, graphics, posting, event programming, artist media kits creation, photoshoots and client copywriting.

VOLUNTEER WORK AND PROJECTS

Conference Sessions & Programming Volunteer

SXSW Interactive Festival • March 2019

- 50+ Hours volunteered on short notice, over the course of 6 day to facilitate a smooth guest experience with attention to detail.
- Guided VIPs, speakers and musicians to green rooms prior to events and controlled access to session rooms.

Intuitive Agenda: Creator / Team Lead / Presenter

MobilityX HR Employee Wellness Hackathon: Daimler Financial Services at Capital Factory

- www.capitalfactory.com/2018/10/24/mobilityx-hackathon-employee-wellness/ • October 2018
- Formed, led and delivered the vision with a diverse 6-person team, within a limited 48-hours to win First Place Prize of \$10,000.
- Rapidly iterated, and crafted the product vision, to integrate into company culture, with specific technical and legal requirements.

EDUCATION

Bachelor of Arts (B.A.) in Psychology

Minor in Mass Communications • Texas State University • San Marcos, TX • 2017

- Service Learning Designated Degree
- Texas State University Ambassador

SKILLS

Public Speaking and Communication, Analytical Analysis, Writing, Editing, Research, HubSpot, Digital Brand Strategy, Creative Content Strategy and Creation, MailChimp, Asana, Trello, Later, Canva, Wix, Google Ads, Copywriting, Copyediting, Hackathon, Content writing, Social Media Marketing, Standards and Style Guidelines