

NIKKI NAIK

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EXPERIENCE

AUDIENCE DEVELOPMENT EDITOR | BLOOMBERG NEWS

New York, NY | Jan. 2022 - Present

Develop audience engagement and retention strategies on and off-platform. Create and manage social media content across Bloomberg News accounts and lead breaking news plans. Lead newsroom's reader callout initiative. Work with the newsroom on SEO and headline writing, and newsletter and content distribution based on insights. Guide reporters on interacting with readers on Reddit, LinkedIn and other live events. Manage Flipboard, Google News Showcase strategies.

AUDIENCE DEVELOPMENT EDITOR

SOUTHEAST AUDIENCE ENGAGEMENT EDITOR | McClatchy

Charlotte, NC | Columbia, SC | June 2019 - Dec. 2021

Managed an audience team for The Charlotte Observer, Southeast region. Company liaison with product vendors. Coordinated social media reporting and directed live events for 10 newsrooms. Specialized in callouts, SEO training, newsletter curation and growth strategy for breaking news. Ran data-driven sprints for subscriber-only content. Managed and led teams for high-impact project distribution.

Three-time award-winning journalist: SC, MS "Newspaper's use of Social Media"

SOCIAL MEDIA & DIGITAL CONTENT MANAGER | KTTC TV (NBC)/FOX 47

Rochester, MN | July 2018 - April 2019

Wrote stories and managed published content and SEO on websites. Produced regular Facebook Lives. Created an engagement strategy and coached reporters on social content curation to increase viewership. Created analytics reports on audience behavior and engagement using CrowdTangle and Google Analytics.

SOCIAL MEDIA SPECIALIST | Arizona State University (ASU)

Tempe, AZ | Sept. 2016 - May 2018

Created video and still graphic content to promote events from seven cultural coalitions. Streamed events via Facebook Live and Periscope, and shared photos and videos natively on multiple social platforms. Created weekly analytics reports and made strategy changes based on content performance.

CO-FOUNDER, DIRECTOR, STEERING | Desi Dance Convention

Desi Dance Network, Inc. | July 2015 - Present

Co-founded and directed annual 3-day long dance convention with 40 guests of honor and 300+ attendees across the country. Started and managed social media accounts and website content to increase ticket sales and event promotion. Led communications for convention partnerships, sponsorships, media coverage and professional instructor invitations. Assistant produced a Zee TV reality show.

EDUCATION

Arizona State University | Walter Cronkite School of Journalism and Mass Communication

Degree: BA, Journalism and Mass Communication

Certificate: International Studies

Graduation: Spring 2018

Master's: MS, Digital Audience Strategy

Graduation: Spring 2022

SKILLS & TOOLS

CERTIFICATIONS

Google Analytics

Google Ads

Inbound Marketing

Social Media Marketing

IWMF HEFAT Training

SKILLS

Audience Analytics

Content Creation

Event Planning

Live Streaming

Photography & Videography

Graphic Design

Social Media Management

SEO & SEM

TOOLS

Adobe Creative Suite

BeOp

Chartbeat

CrowdTangle

Edit Dash

Dash Hudson

Figma

Hootsuite

Parse.ly

Social Flow

Qualtrics