

# Nikki M. Mascali

C: 570-690-7377  
E: nikki@nikkimascali.net  
W: nikkimascali.net

L: [Linkedin.com/in/NikkiMMascali](https://www.linkedin.com/in/NikkiMMascali)  
T: [Twitter.com/NikkiMMascali](https://twitter.com/NikkiMMascali)

## ACCOMPLISHMENTS

### Metro US

Became one of top hit getters on website within first month with stories totaling more than 100K views

### Facebook // BCforward

Promoted from Content Curator to Copy Editor within seven months of employment

### The High Regard Show

After creating podcast in October 2015, it has grown to more than 15K followers with a social media reach of more than 25K. Monthly listeners range from 60K-80K

### The Blot Magazine

Increased web traffic by threefold in my first six months of employment; instrumental in redesign and branding of website re-launch

### The Weekender

Voted "Best Columnist" by the readers of Northeastern Pennsylvania's top arts & entertainment publication in 2006 and 2010; runner-up in 2009

## SKILLS

- Editing
- Short & long-form article writing
- Writing for print & digital advertising
- SEO headline writing
- CMS/WordPress
- Proofreading
- Vetting sources
- Social media promotion
- Staff management
- Podcasting
- Talent booking
- Video hosting

## EXPERIENCE

### Metro US

*October 2016-present*

Web Producer • Editor • Reporter • Curator  
{Write | Edit | SEO | Social media | Newsletter manager}

### Facebook // BCforward

*October 2015-September 2016*

Copy Editor • Content Curator  
{Curate | Edit | Assign | Monitor breaking news | SEO | Vet sources}

### The High Regard Show

*October 2015-present*

Co-Creator • On-Air Talent • Producer • Web Content Manager  
{Host | Interview | Bookings | Edit | Social media | CMS}

### The Blot Magazine

*May 2014-October 2015*

Editor  
{Editor | Assign | Manage staff | Marketing | Branding | SEO | CMS}

### RA East, Inc.

*May 2003-present*

Freelance Senior Copywriter • Web Editor  
{Advertising copywriter | Edit | Presentation content | Social media}

### Royal Media Group

*September 2012- September 2013*

Associate Editor • Social Media Specialist  
{Write | Edit | Social Media | Newsletter curator | CMS | Video}

### The Weekender

*January 2006-September 2012*

Editor  
{Edit | Assign | Manage staff | Video | SEO | CMS}

## EDUCATION

2015

### School of Visual Arts

Continuing Education | Copywriting for Advertising

2007

### Luzerne County Community College

Degree in Journalism

1997

### Luzerne County Community College

Degree in Business Administration