

# LISA NIKOLAU

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## OBJECTIVE

Lisa Nikolau is a Spanish/English communications professional drawing from experience in advertising, public relations and journalism. At various U.S. companies, she has used both direct and online marketing techniques to recruit new employee applications, drive participation in an annual fundraiser, and promote her own brand on social media.

## CERTIFICATIONS

**Facebook Blueprint** *Completed July 2017*  
**Google Adwords** *Completed July 2017*

## EXPERIENCE

**Latin America Staff Reporter** (Humanosphere.org) *Dec. 2015 - July 2017*  
- Became the site's second highest contributor within one year by meeting daily deadlines and producing top-read articles and podcasts.  
- Attained over 300 followers on Twitter by collaborating daily with sources and other media experts.

**Freelance Journalist** (Self-Employed) *Nov. 2015 - July 2017*  
- Pitched and sold articles to various international publications, including SciDev.net and the Seattle Globalist.

**Public Relations Manager** (Magnolia Behavior Therapy in Seattle, WA) *Sept. 2014 - April 2016*  
- Increased employee recruitment by posting ads and developing the company's presence on Facebook and LinkedIn.  
- Proactively restructured a company-wide schedule on Microsoft Excel to ensure client satisfaction and progress.

**Development Intern** (Alzheimer's Association in Milwaukee, WI) *June 2014 - Sept. 2014*  
- Increased participation in annual fundraiser by 20% through directly marketing to local businesses and individuals.  
- Reorganized company records on Microsoft Excel to more effectively display and track fundraising goals.

## EDUCATION

**Lawrence University** (Wisconsin, USA)  
B.A. (Psychology & Spanish), *cum laude*  
*Sept. 2010 - June 2014*

**Universidad de Granada** (Granada, Spain)  
Study abroad: Iberian & Spanish studies  
*Aug. 2012 - Dec. 2012*

## AWARDS

**United Nations Fellowship** (New York City, USA) *Sept. 2016*  
Reported directly from U.N. headquarters on the refugee crisis, climate change and other pressing global issues.

**Digital Journalism Guest Speaker** (World Affairs Council, Seattle, USA) *Aug. 2016*  
Invited as "Digital Journalism Specialist" to speak about selecting and selling stories to editors for a young professional networking group.