



Nekia Nichelle

**LIFESTYLE & ENTERTAINMENT
CONTENT CREATOR**

PROFILE

Content Creator with 10+ years of experience in the entertainment and lifestyle industries. Proven ability to create and execute successful social media campaigns, manage multiple social media platforms, and develop engaging content. Expertise in writing, editing, and producing video and audio content.

EXPERIENCE

FREELANCE

2012 - Present Nekia Nichelle, LLC.

- Established and managed a digital platform specializing in sophisticated entertainment news and upscale lifestyle content.
- Created engaging and shareable content, including reviews, opinion pieces, listicles, and feature articles.
- Leveraged appearances as a lifestyle and entertainment expert on local and national TV stations to elevate brand visibility.
- Utilize SEO best practices to optimize articles for search engines and drive organic traffic
- Managed a team of writers, editors, and producers to produce video and audio content

FEATURES REPORTER/ DIGITAL CONTENT CREATOR

2010 - 2022 Tribune Media/ ChicagoNow.com

- Conceptualized and produced fresh digital content on ChicagoNow of Chicago Tribune, featuring entertainment news, nightlife, pop/internet culture, beauty, and fashion.
- Produced compelling video and editorial content, capturing the attention of the audience and driving website traffic.

NEWS ANCHOR

2019 - 2019 Nexstar Media Group, Inc.

- Solo morning news anchor/MMJ for a four-hour dual affiliate newscast (ABC/FOX)
- Produced/wrote and delivered news stories
- Shot, edited, and created a weekly franchise news piece

ON-AIR TRAFFIC & NEWS REPORTER

2012 - 2019 iHeart Media

- Provided on-air traffic updates for four major Chicago stations WLIT, V103, and WGCI, demonstrating accuracy and timeliness in delivering critical information to listeners.
- Collaborated with the news and traffic teams to provide real-time traffic updates during high-traffic periods and major events.
- Collaborated closely with producers, sound engineers, and fellow team members to ensure seamless show production, audio quality, and adherence to station guidelines.

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nekianichelle.com

SKILLS

- Social Media Marketing
- Content Creation
- Video Production
- Writing
- Editing
- Web & Graphic Design
- Front End Coding
- Problem-Solving
- Project Management Tools
- Strong Communication

EDUCATION

RADIO & TV BROADCASTING

Illinois Media School
2012 - 2013