

Nicole Baptista

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I'm an accomplished storyteller — journalist, technology and innovation writer, music reviewer — with a relentless curiosity about people. From spending two years covering an infamous murder trial in Marin County to interviewing innovation leaders from all over the globe, I continue to ask questions aimed at driving change, boosting business, and bettering the world.

Education

San Francisco State University 2008 | BA in Journalism
General Assembly 2018 | Digital Marketing

Experience

Content Manager | April 2018-Current

Kaiser Permanente | Oakland, CA

- Technology writer aimed at improving the user experience
- Strategist with experience in both digital and traditional marketing
- Design specialist who interacts with multiple CMS platforms

Music Journalist | February 2018-Current

SF Sonic | Remote

- Covers concerts, writes/edits reviews, and photographs live music for *SF Sonic*
- Manages & maintains independent music site, *Say Yes*

Content/Digital Production Specialist | March 2016-March 2018

Facebook | Menlo Park, CA

- Analyzed data across several platforms, including comments and video, and evaluated content to help make sure it aligned with company policy
- Collaborated with engineers to identify and track user trends; lead cross-functional meetings/sessions



Communications Manager/Innovation Journalist | April 2014-April 2016

Intuit | Mountain View, CA

- Managed an innovation blog for entrepreneurs and startups; created content for the corporate communications and media labs departments
- Wrote bylines for external technology publications like *Venture Beat*
- Interviewed employees, executives, and external sources and attended conferences, participated in rebranding workshops, contributed to corporate strategy, and edited content for events
- Wrote/edited features about Intuit's teams (designers, engineers, and product managers) and innovation process; managed a blog and newsletter

Editor/Reporter | November 2011-April 2014

Marinscope Community Newspapers | Novato, CA

- Wrote all weekly content for the *Novato Advance* — interviewed sources, wrote articles and headlines, designed page layout, edited/fact-checked, and took photos
- Wrote weekly content for the company's other five newspapers' B sections and managed online presence (website, Facebook, and Twitter)

Editor/Reporter | September 2008-November 2011

River News Herald & Isleton Journal | Rio Vista, CA

- Managed a team while reporting and writing all weekly content — interviewed sources, wrote articles and headlines, designed page layout, edited/fact-checked, and took photos

Volunteerism

BADRAP | October 2017-Current

Volunteer | Oakland, CA

A dedicated dog lover who helps soothe, socialize and train special canine survivors who live in BadRap's Rescue Barn and facilitates spay/neuter clinics for low-income families.

Awards

- Best Feature Writing, California Newspaper Publishers Association, 2014
- Best Feature Writing, California Newspaper Publishers Association, 2013
- Best Coverage of Local Government, California Newspaper Publishers Association, 2013
- Best Front Page, California Newspaper Publishers Association, 2013

Skills

Writing, photography, digital marketing, communications strategies, design, content development, research, interviewing, reporting, fact-checking, management, WordPress, ServiceNow, InDesign, project management, news writing, data analysis, AP Style, proofreading, copywriting, animal welfare, social media management, and blogging.