

Ashleigh Nicole

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EXPERIENCE

Writer

Wealthy Living Inc.

September 2023 - March 2024, Remote

- Conceptualized, pitched, and wrote high-quality content (travel and news articles) for various Healthy Living publications
- Analyzed content metrics to identify trends and inform future content strategy
- Increased website traffic and engagement through SEO best practices

Newsbreak Contributor

Newsbreak

March 2023 - March 2024, Remote

- Produced engaging local news content that reached over 50,000 viewers monthly, driving a 150% increase in user interaction and community engagement through SEO optimization and social media strategies.
- Built a following of 16K readers.

Freelance writer

Various clients and projects

January 2020 - March 2024, Remote

- Produced over 300 SEO-optimized articles within a year, leading to a 150% increase in website traffic for various clients across health, technology, and finance sectors.
- Cultivated and nurtured long-term relationships with over 25 clients by consistently delivering high-quality content, resulting in a 90% client retention rate over a two-year period.

Executive Chef

Jj's Bistro

September 2016 - January 2016, Jacksonville, FL

- Curated an innovative seasonal menu that resulted in a 25% increase in restaurant patronage by sourcing local ingredients and implementing farm-to-table concepts, enhancing customer satisfaction and loyalty.
- Achieved a sustainable reduction in food costs to 21% from 28% within six months by strategically renegotiating supplier contracts, optimizing inventory management, and implementing waste reduction techniques, leading to improved profitability and budget compliance.
- Developed a strong understanding of food and nutrition topics through research and recipe development.

EDUCATION

Associates in Culinary Arts

Virginia College The Culinary Arts • Birmingham, AL • 2008 • 3.8

SKILLS

Remote Workspaces: Google Workspace, Asana, Slack

Creative writing

News writing

Travel writing

Food writing