

# NICHOLAS J. CHANG

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## ABOUT

I'm a writer, editor and content strategist passionate about mastering new subjects, articulating the connections between the abstract and the concrete, and helping others identify and communicate those connections for themselves.

Outside of work, I can often be found 10 tabs deep into a Wikipedia rabbit hole, reading about food as I'm eating it. Interests include museums, miniatures, and cramming as many live shows into my schedule as possible.

## EDUCATION

**Colgate University | Hamilton, New York**

**B.A., Sociology and Anthropology;**

**Minor in Classics; Magna Cum Laude**

- GPA: 3.55/4.00; Major GPA: 3.63/4.00
- Earned multiple Dean's Awards for Academic Excellence (2008 – 2012)
- Successfully defended research thesis on conceptions of masculinity in men's fashion

## SKILLS + KNOWLEDGE

Copyediting (AP Style)

Project Management

General Business Writing

IT Infrastructure Industry

Content Strategy

Adobe InDesign

Microsoft Office

Mac and PC environment

## EXPLORING

Adobe Photoshop

HTML5

CSS3

Python

## LANGUAGES

Native: English

Basic: French, Korean

Academic: Attic Greek, Latin

## EXPERIENCE

### Content Specialist

INAP

May 2018 – Present

- Serve as writer, editor and copyeditor for wide variety of Marketing team's written content and sales enablement
- As Editor in Chief of the INAP blog
  - Plan monthly editorial calendar, working with senior business leaders to craft strategy, identify content needs and leverage opportunities
  - Research, produce, edit and project manage content on variety of industry issues and relevant product-related topics, collaborating with SMEs
  - Blog achieved nearly 100% of previous year's entire unique organic traffic in Q1 2019 alone through consistent content, SEO optimization and strategic content migration
- Designed and managed rollout of new project management system for team
- Major Accomplishment: INAP Rebrand and Website Redesign
  - Designed, completed and presented competitive analysis to executive leadership team to shape brand identity for rebranding effort
  - With Senior Comms. Manager, wrote and edited copy for entire website, incorporating key differentiators for new products/services
  - Re-imagined and project managed corporate blog redesign
  - Wrote and managed production of major product explainer video for new brand launch: <https://www.youtube.com/watch?v=6jHSe88Jz6Y>

### Associate Editor; Senior Associate Editor

World 50

September 2014 – March 2017

- Wrote, edited and copyedited content for World 50's membership of global C-level executives, including: marketing copy, long-form content for print and digital, topical briefs and member-generated content
- Co-produced new marketing, sales and communications materials consistent with company brand and tone alongside graphic designers and art managers
- Worked closely with managing editor, CEO and senior client managers to continually evolve and shape company's overall content strategy and voice
- Dotted-line management of junior editors, assigning work and maintaining project progression
- Managed relationships with and workflow of freelance writers
- Assisted in execution of live summits of members, providing on-site, client-facing event and writing support
- Responsible for creating agenda and recap of weekly all-company meeting

### Freelance Writer and Editor

January 2013 – Present

### Communications Fellow

Smart Growth America

July 2012 – January 2013