



Nicola Balkind
601 East Quincy Ave
Fresno, CA 93720
17 May 2022

Hi, I'm Nicola, a community and content professional living in California. I love to write, I'm a stickler for consistency, and cultivating community through content is my bread and butter. When your role for Program Marketing Manager at GitHub Education on LinkedIn today, I stopped what I was doing to submit this application. Thank you for this amazing opportunity. It's exciting to read your goals about crafting consistent and compelling messaging, and having an ongoing approach to educating and supporting your community. In my career, I've often battled to have the value of that approach recognized and invested in.

In my portfolio career, I have gained over a decade of professional experience as a content strategist, content marketer, and community manager. I have always found that each of these roles has a unique set of skills, yet they go hand in hand. During my freelance years, I worked at a number of digital agencies on content development, working cross-functionally with our developers, designers, and often our clients' internal teams, too. I've created content marketing strategies across websites, blogs, newsletters, social media for countless companies. It all begins with strong brand tone of voice documentation.

I'm currently a Community Manager at Yelp, where I lead the Central California market. I'm a mentor to newer CMs and am always looking for opportunities to work cross functionally to improve our brand and content. Recently, I've been working closely with our Community Campaigns Director to assist with editorial projects and the Community blog. While we have an excellent and established style guide, creating consistent messaging across the blog and our community editorial is an ongoing project: one I greatly enjoy. In addition, I host 2 events per month with local business owners and vendors — so I'm adept at ensuring smooth processes for events. I've also worked closely with creative marketing and video production teams at Edinburgh International Film Festival and conferences, so producing and coordinating that aspect of events is always a fun challenge for me.

I love working cross functionally to tell stories from across the business and appeal to a variety of different audiences. I'm metrics-minded and strive to keep stories fresh and engagement high. I think that my community management experience makes me uniquely qualified for this role because I am always on the look-out for great customer and business owner stories within my community and leverage them to increase engagement and bring people together. I enjoy analysing success and iterating on messaging based on feedback and solid OKRs.

I'm an excellent communicator with strong project management skills. I'm very organised and work well to deadlines. My sillier campaign ideas are often ignored, so I welcome your challenge to embrace the wacky and wonderful. I hope that my skills and experience will benefit your team — or in the meantime, earn me a callback.

Thank you for your time and consideration,
Nicola Balkind