

Anokh Palakurthi

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Experience:

Nextenture, Norwood, MA. Content Strategist

August 2016 - now

Leading content strategy in blogs, customer testimonials, and digital advertising
Directing company messaging, logistics, and presence at trade shows
Developing company website, social media channels, and branding
Managing company CRM and email campaign tools

The Daily Campus, Storrs, CT. Life Editor

October 2014 - May 2016

Rose from Campus Correspondent role in a span of months
Prepared weekly editorial budgets for the Life section and wrote weekly columns
Organized and led writer workshops for tutoring 15+ journalists
Managed content for an online reader base of 10,000+ people
Tracked content analytics and

The Giving Back Fund, Los Angeles, CA. Marketing Intern

Summer 2015

Assisted in administrative office tasks
Helped execute annual company summit and nonprofit conference

Kumon, Dedham, MA. Tutor

Summer 2014

Tutored and graded students of all ages in English and mathematics

Education:

University of Connecticut, Storrs, CT

September 2012 - May 2016

Bachelor of Arts: Journalism

Additional Skills:

Wordpress, HTML, Google Analytics, Yoast SEO, HubSpot, Marketing Campaigns, Adobe Premiere, Adobe Illustrator, Microsoft Excel, LinkedIn, Twitter, Artificial Intelligence Management, Data Science, Python, SQL

Projects & More:

The Book of Melee, Author

Released in May (Kindle) and August (Paperback) 2019

A historical narrative about professional Melee history

Amazon's No. 1 Best Selling Video Game Book (August 2019)

MeleeStats.co, Boston, MA. Editor-In-Chief & Founder

May 2018 - now

Leading a website dedicated to competitive Super Smash Bros. Melee
Marketing to a weekly reader base of 2000+ readers
Managing a staff of weekly and occasional contributors
Organizing daily and weekly digital content

UConn Super Smash Bros. Melee Club, Storrs, CT. Secretary

September 2014 - May 2016

Co-founded a gaming club with over 200-registered members

Managed and organized weekly and monthly tournaments

BigNokh.com

December 2015 - now

Stands at 700,000+ all-time views

Portfolio of published work regarding video games, sports and music.