

ANOKH PALAKURTHI

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SKILLS

Writing | YouTube Analytics | Journalism | Public Relations | Video Production | Adobe Premiere | HTML | Wordpress | Zoom | Yoast SEO | Twitter | Microsoft Excel | HubSpot | Google AdWords | Social Media Management | Adobe Photoshop | Discord

PROFESSIONAL EXPERIENCE

MELEE STATS, Boston, MA

Editor-In-Chief & Executive Producer

March 2018 - Present

- **Launched the world's largest [Super Smash Bros. Melee paid-for news website](#)**, developing an audience of 25,000 readers per month across [Twitter](#), [Patreon](#) and Discord channels.
- **Executive Producer for the [Melee Stats YouTube channel](#)**, writing and directing videos like '[Hanky Panky - The Greatest Melee Player Nobody Knows](#)' for over 15,000 subscribers and 500,000+ viewers.
- **Discord community manager** for over 700 active users in the Melee Stats server, cultivating the largest base of dedicated Melee fans in the world, with exclusive daily reporting of tournament results and breaking news coverage.

NEXTENTURE, Norwood, MA

Senior Marketing Associate

August 2016 - February 2021

- **Drove hundreds of thousands of dollars of annual sales and marketing revenue** through directing company presence at retail trade shows, managing sales meetings with prospects, writing engaging copy for brochures, postcards, flyers and banners, and building 30-minute product-related presentations.
- **Started the company's website and grew company social media following from zero to over 1,000 followers**, directing digital advertising efforts on GoogleAds & LinkedIn, and authoring bi-weekly email campaigns to 2,000+ contacts within retail, health services, and grocery sectors.

THE DAILY CAMPUS, Storrs, CT

Life Editor

October 2014 - May 2016

- **Selected by the editorial board to write [a guest column for Deadspin.com](#)**, and won the 'Workaholic Award' of the section two consecutive times as well as the 'Story of the Year' accolade for 2015 and 2016.
- **Prepared weekly editorial budgets** for the Life section of Connecticut's largest collegiate daily.

PROJECTS

- **August 2019: Authored ['The Book of Melee'](#)** - Amazon's #1 best-selling book in the video games category for the Summer of 2019, and cited by both [The Ringer](#) and Paul Chaloner's "[This is esports.](#)"
- **October 2019: Launched the [Give Them An Argument Discord server](#)** - the premier community base for fans of "Give Them An Argument," a weekly politics program hosted on YouTube by Jacobin staff writer Ben Burgis. Currently the sole moderator of this Discord.

EDUCATION

Bachelor of Arts (BA) in Journalism • University of Connecticut • Class of 2016 • Storrs, CT • 3.2 GPA