

ANOKH PALAKURTHI

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SKILLS

Writing | Journalism | YouTube Analytics | Video Production | Adobe Premiere | HTML | Wordpress | Zoom | SEO | Twitter | Microsoft Excel | HubSpot | Google Analytics | Social Media Strategy | Adobe Photoshop | Discord | Reddit | Copywriting | Content Marketing | Project Management | Data Analysis | Database Management | Google Ads | Product Marketing

PROFESSIONAL

MELEE STATS, Boston, MA

Editor-in-Chief

March 2018 - Present

- Launched the world's largest [Super Smash Bros. Melee news website](#), developing a total audience of 32,000 readers per month across its [Twitter](#), [Patreon](#) and Discord channels, as well as writing weekly columns.
- Executive Producer for the [Melee Stats YouTube channel](#), writing and directing videos for over 25,000 subscribers, 1,800,000 cumulative views, and 670,000 combined watch hours.
- Discord community manager for over 900 active users in the Melee Stats Podcast server, cultivating the largest base of hardcore Melee fans in the world, with exclusive daily reporting of tournament results and breaking news coverage.
- Manages internal operations, finances, editorial contributors, and player sponsorships.

NEXTENTURE, Norwood, MA

Senior Marketing Associate

August 2018 – February 2021

- Drove \$500,000+ of annual sales and marketing revenue through directing company presence at retail trade shows, managing sales meetings with prospects, writing engaging copy, and coordinating product demos.
- Executed key integrated marketing campaigns; collaborated with regional, cross-functional, and product teams behind the Floresight Store Operations suite.
- Managed an annual marketing budget of \$250,000.

Digital Media Specialist

August 2016 – July 2018

- Developed the company's website, grew company social media following from zero to over 1,000 followers, and managed key partnerships with oworkforce management solution developers.

PROJECTS & AWARDS

- August 2019: Authored '[The Book of Melee](#)' - Amazon's #1 best-selling book in the video games category for the Summer of 2019. The book was cited by both [The Ringer](#) and Paul Chaloner's "[This is esports.](#)"
- November 2021: Directed the Melee Stats All-Time Top 100 project, which won the InvenGlobal award for [Best Melee Content Piece of 2021](#).
- February 2022: One of five nominees for InvenGlobal award for [Best Melee Content Creator of 2021](#).

EDUCATION

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