

Nicole Savickas

WRITER

EXPERIENCE

Content Editor, Nelson Staffing for Google; Mountain View, CA — October 2021-Present

As a member of the Google Books team, I curate media and user stories and share them in support of our brand narrative. I advise the Google Books team on best practices for promoting the value of digitizing all the world's books and illuminating the vast expanse of human knowledge that would otherwise be difficult, if not impossible to access.

Writer/Director, Ntropic for Apple; Sunnyvale, CA — Sept 2017-September 2021

As a member of Technical Production Services at Apple Marcom, I wrote, edited and directed the production of audio description. Audio description is an accessibility feature that provides narration of visual elements in videos, within the natural pauses of any associated audio. In 2019 I tackled the challenge of providing live audio descriptions for events at Steve Jobs' Theater. Live descriptions require intense research and preparation as well as on the spot voice over work. I trained co-workers in AD best practices and techniques, and I regularly acted as an accessibility consultant for departments throughout Apple.

Marketing Consultant; Belmont, CA — June 2017-Aug 2017

I collaborated on a website upgrade for a San Francisco-based cloud computing company. Using Pixlr, HTML and Wordpress, I maximized team momentum through research and quick turnaround of crucial projects.

Sr Public Information Officer, UCOP; Oakland, CA — Nov 2006-Feb 2009

At the University of California Office of the President, I designed and implemented communication plans to engage an audience of over 200,000 faculty, staff, and retirees. Acting as a spokesperson for the UC system, I managed public relations during contentious labor negotiations and strikes. I was interviewed by Michael Krasny on KQED Forum, and appeared on a number of Bay Area news programs.

Marcom Specialist, Good Vibrations; San Francisco, CA — June 2005-Aug 2006

At Good Vibrations, I managed retail promotions, including: budget, collateral design and copywriting. I also actively participated in the management of the company, which was a worker-owned co-operative. Energized by the unique company structure, I engaged with customers at community outreach events and shared insights with company executives in order to inform marketing and merchandising practices. I worked closely with the company's wholesale division to plan and manage trade shows. In 2006, I travelled to Boston, where I helped to open the company's first East Coast retail outpost.

EDUCATION

Dartmouth College; Hanover, NH — Sept 1996-June 2000

Bachelor of Arts with Honors in English

PORTFOLIO

www.nicolesavickas.com

2043 Mezes Ave, Belmont, CA 94002 * 650-464-9402 * nicolesavickas@gmail.com