

Nikki Alexander Essentials

I write long-form strategic B2B content that today's buyers want to read and AI-powered search can discover. I create flagship content from scratch (white papers, thought leadership, campaigns) and modernize + revive existing content archives that aren't performing anymore.

- **Senior-level** — Quick study. Low-lift for your team. Near publish-ready first drafts.
- **SME interview expertise** — 25+ years of extracting insights and turning complexity into engaging assets.
- **Dual-audience optimization** — Built for readers, structured for AI citation.
- **Agency-comfortable** — Deep experience with high-expectation accounts and creative collaboration.

Let's talk.



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Experience

President, Nikki Alexander Copywriting & Consulting, Inc. | 1991–present, strategic B2B content writer

Select agencies: The ABM Agency, HSP Marketing, Ogilvy, See See Eye, Aberdeen Marketing

Select brands: Leapfrog Services, WestRock, Georgia-Pacific, Wachovia, Sentry Corporate Services, Cox, CDC, Westside Future Fund

Early career: Associate Editor, Orlando Business Magazine | Staff Writer, Central Florida Magazine

Education
BA, Journalism | University of Wisconsin–Madison
Magna cum laude, J-School Graduate of the Year

Resources
Tech portfolio: doc.storydoc.com/2tFhpp
Testimonials: nikkialexander.com/about/testimonials
Pricing guide + resume: Available upon request