

# Nicki Lisa Cole, Ph.D.

Freelance Social Science Writer and Journalist  
Leeds, England

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## PROFESSIONAL PROFILE

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- Social science researcher and freelance journalist with expertise in electronics industry, global supply chains, fair/ethical trade, and environmental pollution and sustainability.
- Over a decade of experience in qualitative and quantitative research design and execution.
- Expertise in communicating complex social phenomena and data trends in an accessible style across multiple media platforms.

## EDUCATION

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2011            **Ph.D.** Sociology, University of California-Santa Barbara  
2006            **M.A.** (High Honours) Sociology, University of California-Santa Barbara  
2002            **B.A.** (Honours) Sociology, Pomona College

## PROFESSIONAL HISTORY

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**ThoughtCo** — New York, NY 2017-

### *Freelance Social Science Writer*

- Create leading digital content related to social science research and concepts, as well as that focused on current events and issues.
- Update content to improve quality and search rank using SEO techniques informed by Google Analytics.
- Promote content on social media networks using strategic hashtags to maximise audience reach.

**University of York** — York, England 2017-

### *Research Support Officer*

- Conduct social scientific research into issues of corporate welfare in the UK.
- Manage the website, social media, outreach, and media relations for Corporate Welfare Watch.
- Write timely blog posts about news and events related to corporate welfare.

**Freelance Journalist** 2010-

- Drawing on professional research training as a sociologist, I conduct original research and publish articles in independent media outlets including *Truthout* and *Counterpunch*.
- Cover issues including the human and environmental costs of production in industries including consumer electronics and agricultural products as well as efforts to make production ethical and sustainable.
- Successful publishing track record of articles based on desk research, interviews, and on-the-ground reporting.

**About.com** — New York, NY 2014-17

### *Freelance Sociology Expert*

- Created leading digital content related to social science research and concepts, as well as that focused on current events and issues.
- Updated content to improve quality and search rank using SEO techniques informed by Google Analytics.
- Promoted content on social media networks using strategic hashtags to maximise audience reach.
- Grew site page views by 30 percent year-over-year from 2013 to 2014 and 26 percent from 2015 to 2016.

Institute for Advanced Studies on Science, Technology and Society — Graz, Austria 2014–16

*Research Fellow*

- As a funded research fellow, conducted original sociological research into the popularity and hidden costs of Apple products using qualitative and quantitative research methods.
- Conducted interviews with consumers and stakeholders from industry, civil society, and government, and conducted fieldwork in countries across the European Union.
- Gave regular research presentations to colleagues from a range of academic disciplines.
- Wrote numerous freelance articles, book chapters, and research reports based on the research.

Pomona College — Claremont, CA

2012–14

*Visiting Assistant Professor, Sociology*

- Taught a variety of seminar-style university courses, including Introduction to Sociology, Contemporary Social Theory, Qualitative Research Methods, Sociology of Consumption, and Sociology of Globalisation.
- Mentored students on research projects and course material and advised thesis research.
- Conducted research into the popularity and hidden costs of Apple products through content analysis, surveys, focus groups, interviews, field work, and investigative desk research.
- Managed teams of student research assistants on multiple aspects of Apple research.

**SELECTED CLIPS**

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- [“Who Really Receives Welfare and Government Entitlements?”](#) *ThoughtCo*, March 2, 2017.
- [“iPhone or iExploit? Over a Decade of Rampant Labor Violations in Apple’s Supply Chain,”](#) *Truthout*, August 25, 2016.
- [“What I Learned From the Mining Community That Produced My Engagement Ring,”](#) *Truthout*, 1 June, 2016.
- [“Beyond Flint: What You Need to Know About Toxic Communities,”](#) *Sociology, About.com*, 31 January, 2016.
- [“Can the Electronics Industry Provide a Living Wage? Not While Corporations Set the Rules,”](#) *Truthout*, 30 October, 2015.
- [“Who Really Owns Guns?”](#) *Sociology, About.com*, 20 June, 2015.
- [“CO2 Emissions Growth Takes a Bite Out of Apple’s Sustainability Claims,”](#) *Truthout*, 22 April, 2015.
- [“The Big Sexist Problem With Student Evaluations,”](#) *Sociology, About.com*, 6 March, 2015.
- [“Five Facts About Police Killings and Race,”](#) *Sociology, About.com*, November 26, 2014.
- [“Yes, the Gender Pay Gap is Real,”](#) *Sociology, About.com*, June 19, 2014.

**PROFESSIONAL MEMBERSHIP**

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Union for Democratic Communications, Society of Environmental Journalists, Good Electronics, Electronics Watch, Students and Scholars Against Corporate Misbehaviour, American Sociological Association, Society for the Study of Social Problems, European Sociological Association, International Sociological Association,

**ADDITIONAL SKILLS**

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- Creation and management of complex projects and budgets
- Expert knowledge of web-based publishing platforms
- Expert knowledge of quantitative and qualitative software packages, word processing software, and spreadsheet software and database systems
- Expert in optimising search ranking of digital content and marketing of digital content via social media
- Heightened understanding of cultural, racial, ethnic, and national differences and their impact on social relations
- Intermediate French and beginner German and Spanish