



Based in Albany, NY  
(518) 227 - 1053  
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## MY SKILLS

- Cognitive Reframing
- Goal-Setting Frameworks
- Assessment & Treatment Planning
- Rapid Rapport Building
- Active Listening
- Strength-Based Approaches
- Trauma-Informed Care
- Crisis Intervention
- Professional Identity Development
- Digital Marketing
- Strategic Partnerships
- Community Engagement

## EDUCATION

### Master's of Science in Clinical Mental Health Counseling

The College of Saint Rose, Albany, NY

### Bachelor's of Arts in Psychology

Siena University, Loudonville, NY

### Certifications:

- Motivational Interviewing Interventions
- Applied Suicide Intervention Skills Training- ASIST
- Trauma & Attachment: Treatment for Challenging Clients

# A. Nikki Morales

## Metacognitive Coach

*Helping individuals overcome self-limiting beliefs by rewiring their thought patterns*

Metacognitive coach specializing in helping high achieving professionals struggling with self-limiting beliefs, such as imposter syndrome, who want to learn how to challenge their thoughts and rewire their thought patterns to grow professionally and personally. With a master's degree in clinical mental health counseling and 7+ years of experience in guiding individuals through mindset shifts.

## PROFESSIONAL HIGHLIGHTS

### Digital Marketing

- Created and implemented targeted social media and partnership strategies that resulted in a 30% increase in seasonal sales for a client in 2024.
- Scaled private practice client roster from 5 to 20+ with waitlist in 6 months by implementing authentic brand positioning and strategic content calendar
- Coached service-based entrepreneurs on building credible online presence that attracted ideal clients and established thought leadership

### Clinical Counseling

- Identified systemic barriers to patient recovery and connected individuals to appropriate community resources for sustained post-discharge success
- Established partnerships with community organizations to expand client access to housing, employment, and social services
- Created multi-cultural quick facts reference booklet adopted across psychiatric crisis unit to improve culturally responsive care delivery
- Advocated for vulnerable clients by leveraging negotiation skills and building collaborative relationships with providers across agencies
- Counseled 100+ clients over the span of 7 years in both inpatient and outpatient mental health settings

## TESTIMONIALS

"Working with Nikki has been transformative for both my business and my peace of mind. **She's talked me off the ledge more times than I can count, serving as my voice of reason when I've been stuck in my own head or facing challenging situations.**

Her ability to help me think through problems clearly and move past my doubts has been invaluable. **I'm genuinely further along in my life and business because of her guidance and support.**

If you're struggling with imposter syndrome or need someone who can help you see past your own obstacles, Nikki is the coach you need."

**-Jenn, Systems Strategist**

"I initially had the honor of working with Nikki Morales at the Capital Region Chamber of Commerce where many of my colleagues sang her praises. When I heard Nikki was in business for herself, I knew I wanted to reach out to her. **Nikki is extremely creative, responsive and self-directed. I couldn't be happier with the social media marketing she created during a very busy time in my business."**

**-Janet, CEO of Hammock Way of Life**