



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

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

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