

Social Media Builds Image And Brands With Candice Georgiadis

Using Social Media to make an image and brand that stick around.

GREENWICH, CT, USA, May 9, 2019 /EINPresswire.com/ -- Greenwich, CT – Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and other similar topics. She expands the marketing foot print of companies with a combination of branding and imaging across social media and conventional websites.

In previous interviews, Candice Georgiadis has brought to light the rapidly changing travel industry. The interviewees touched upon varied topics, from embedded technology to complete travels plans created by AI.

Just last week she interviewed Patrick Nichols, Chief Strategy Officer at The Cosmopolitan of Las Vegas. During the interview, Patrick Nichols explained his background and what brought him to The Cosmopolitan:

“Can you tell us a story about what brought you to this specific career path?”

My parents own and operate a few small limited service hotels in Minnesota and because of that I literally grew up working in the hospitality industry. I started doing the odd jobs at the hotels like cleaning up parking lots and cutting grass when I was just a kid. And during high school and college breaks I worked pretty much every position you could imagine—front desk, housekeeping, maintenance, IT, construction, finance; I learned it all.

My childhood hospitality experience led me to The Hotel School at Cornell University and from there to the casino industry. I had the opportunity to work on the opening teams of some of the world’s great resorts including Marina Bay Sands in Singapore and The Cosmopolitan of Las Vegas.

I’ve been with The Cosmopolitan for over eight years and have worked in a few different roles. I’m currently the resort’s Chief Strategy Officer and in my role I’m tasked with setting the strategies to improve our positioning, guest service, and financial results in the future.” replied Patrick Nichols.

As can be seen from above excerpt, Candice Georgiadis brings the reader in to the life of Patrick Nichols. This not only entices the reader to continue through the whole interview, it also works to generate visibility for Patrick Nichols and The Cosmopolitan.



Patrick Nichols, Chief Strategy Officer at The Cosmopolitan of Las Vegas

Generating a 'history' of someone goes a long way to image formation, just like a company history helps create the brand. Candice Georgiadis' interviews build a backstory, current status and future outlook. The plays well with Social Media exposure, drawing people in to read it start to finish.

"Which tips would you recommend to your colleagues in your industry to help them to thrive and not "burn out"?"

First, if you're looking to not only thrive but grow in your career, you need to replace yourself. I get a lot of weird looks when I tell my team that because the gut reaction is: he wants me to replace myself so he can eliminate my position. That couldn't be further from the truth. The fastest way to grow and earn that promotion is to already be doing the work that the role requires when it comes time for the promotion. This means passing on knowledge and developing your successors to take your job (scary, I know). If you replace yourself and your old work, that frees you up to take on new roles and responsibilities.



Candice Georgiadis

Second, find a few trusted advisors or mentors. A mentor will help a lot with "replacing yourself." More than that, a mentor will help fill in the gaps, whether that's how to deal with a tricky situation at work or providing the tribal industry knowledge that you can't find in books.

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Technology is going to be more embedded in every travel experience. AI will enable more personalization, and mobile and voice will make basic tasks faster and less painful on the wallet and mind.”

Patrick Nichols, Chief Strategy Officer at The Cosmopolitan of Las Vegas

Finally, I think everyone burns out at some point or another in his or her career. It's important to recognize it and reset. The reset button is different for everyone—so do what you need to do to get back on track.” answered Patrick Nichols.

The reader not only learns about the person but Candice Georgiadis brings out solid insights from the interviewee. The interviews are a learning lesson for the reader and a brand or image imprint for the interviewee. The reader finishes the interview with knowledge and insights on how to strengthen their business.

What better way to summarize this than by using another

excerpt from the interview:

“None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story?”

My dad is at the top of my list. From a very young age, he taught me the importance of hard work and integrity. I really believe that if you put in the time and put in the work you can accomplish anything you put your mind to. And that mindset has been with me since I've been a

kid.

Of course, my mom balanced out the message and told me to “be nice” every time I left the house as a kid. So today, my motto is “work hard and be nice to people.” It’s very simple and it works!” continued Patrick Nichols.

Be sure to checkout the whole interview on Candice Georgiadis' website.

About Candice Georgiadis

Candice Georgiadis is an active mother of three as well as a designer, founder, social media expert, and philanthropist. Candice Georgiadis is the founder and designer at CG & CO. She is also the Founder of the Social Media and Marketing Agency: Digital Agency. Candice Georgiadis is a Social Media influencer and contributing writer to ThriveGlobal, Authority Magazine and several others. In addition to her busy work life, Candice is a volunteer and donor to St Jude’s Children’s hospital.

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