

NICKI YOWELL

PROFILE

- Detail-focused communicator, organizer, and educator competent in deadline-based editorial, organizational, and creative work
- Experience with publishing industry, small businesses, niche retail
- Highly motivated, creative, enthusiastic, collaborative and idea-focused

EXPERIENCE

• **Freelance Writer/Content Specialist** (2007--Present)

-clients and publications include: *1859 Oregon's Magazine, Sip NW Magazine, Toby's Family Foods, PMQ Pizza Magazine, IndieReader, Gapers Block, A.V. Club Chicago, Southeast Ohio Magazine*

• **Freelance Marketing, Admin, & Project Specialist** (2017--Present)

-clients include: *Clare Apparently, Practical Fox LLC, S2: Small and Self-Publishing Faire*

• **Office & Communication Specialist** (2018--Present)

-Indigo: Editing, Design, and More. —Portland, OR

Responsibilities: email newsletter creation, archive and database management, social media content creation and management, content editing, research, client communication, interior layout editing, email systems management

• **Communication Specialist/Office Assistant** (2017--2022)

-Core Home Fruit —Portland, OR

Responsibilities: scheduling, research, event planning, client communication, email systems management, database management, outreach, social media

• **Self-Publisher/Bookmaker/Editor** (2010--Present)

Responsibilities: content creation, editing, design, print production, distribution and sales of over 30 collaborative and personal print-based projects

• **Outreach & Communications Coordinator** (2012--2015)

-Quimby's Bookstore —Chicago, IL

Responsibilities: print design for publications, advertisements and promotional ephemera, web design, special project creation and management, social media, in-store events and promotions, event calendar planning

• **Founder, Editor** (2012--2015) *-Self-Publishers of Chicago*

Responsibilities: creation of collaborative print publications, calendar/events management, internal organizational communication, community building, outreach, blog content creation

• **Editorial Intern** (2011) *-The Onion, A.V. Club Chicago*

Responsibilities: content creation focused on local arts events, research, copywriting, copyediting, interviewing, multimedia acquisition and production

SKILLS

- Content Creation
- Storytelling
- Copywriting
- Proofreading & Editing
- Research
- Project Management
- Client Onboarding
- Print Production
- Desktop Publishing
- Branding
- Website Management
- Event Planning
- Database/Archive Design
- Organizational Support
- Systems Management
- Arts Administration
- Volunteer Coordination
- Data Entry

TECHNICAL COMPETENCIES

- Social Media, Buffer
- Mailchimp
- Adobe Suite, Canva
- Content Management Systems (WordPress)
- AP Style
- Basic Video Editing (NLE)
- Project Management Tools (Asana, Harvest)
- Basic HTML
- Microsoft Outlook/Office
- Powerpoint/Prezi
- Google Suite

EDUCATION

• **Master of Arts in New Arts Journalism**

The School of the Art Institute of Chicago (2011)

• **Bachelor of Science in Magazine Journalism,**

Scripps College of Journalism at Ohio University: Athens, Ohio
—Concentration in film and English (2009)