

# NICKI YOWELL

## PROFILE

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

## EXPERIENCE

• **Freelance Writer/Content Specialist/Graphic Designer** (2007-Present)  
-clients include *A.V. Club Chicago, Sip NW Magazine, 1859 Oregon's Magazine, Toby's Family Foods, PMQ Pizza Magazine, IndieReader, Gapers Block, Tiny Mix Tapes, Southeast Ohio Magazine*

• **Project Specialist/Office Assistant** (2018-Present)

-*Indigo Editing*

*Responsibilities:* archive management, content editing, client communication, internal communication, interior design editing, e-newsletter management, e-mail systems management

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

-*Core Home Fruit*

*Responsibilities:* client communication, internal communication, scheduling, event planning, social media design, e-mail systems management, database design and management, outreach and promotional strategies, data entry

• **Self-Publisher / Bookmaker** (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*

*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 focusing on local arts events, research, copywriting, copyediting, interviewing, multimedia acquisition and production

• **Programming & Outreach Intern** (Summer 2010)

-*Independent Publishing Resource Center*

## SKILLS

- Content Creation
- Copywriting
- Proofreading & Editing
- Graphic Design
- Project Coordination & Management
- Print Production
- Desktop Publishing
- Branding
- Social Media
- Event Planning
- CRM
- Organizational Support
- Systems Management
- Arts Administration
- Volunteer Management & Coordination
- Data Entry

## TECHNICAL COMPETENCIES

- Adobe Creative Suite
- AP Style
- Harvest
- Asana
- Microsoft Office Suite
- Microsoft Outlook
- MailChimp
- Google applications
- Social media
- Wordpress
- Adobe Acrobat

## 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)