

NICKI YOWELL

PROFILE

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

EXPERIENCE

• **Freelance Writer / Content & Media Specialist / Graphic Designer**

(2007-Present) *-clients include A.V. Club Chicago, Sip NW Magazine, Toby's Family Foods, PMQ Pizza Magazine, IndieReader, Peterson CAT, Gapers Block, Sonny Unger Foundation, Landline, Chromazoid, Dum Dum Zine, Tiny Mix Tapes, Southeast Ohio Magazine*

• **Office Assistant/Special Projects** (2018-Present) *-Indigo Editing*

Responsibilities: archive content management, content editing, client communication, newsletter management, e-mail systems management.

• **Office Assistant/Special Projects** (2017-Present) *-Core Home Fruit*

Responsibilities: event planning, client communication, social media design, e-mail systems management, database design and management, outreach strategies, promotion design, 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, sales/distribution, calendar and events management, internal organizational communications, implementation of community building, outreach, blog content creation and management.

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

Responsibilities: local arts and news article research and pitches, copywriting, copyediting, interviewing, supplementary multimedia acquisition and production.

• **Programming & Outreach Intern** (Summer 2010) *-Independent Publishing Resource Center*

SKILLS

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

TECHNICAL COMPETENCIES

- Adobe Creative Suite
- AP Style
- PowerPoint
- Filemaker Pro
- Microsoft Office Suite
- Adobe Acrobat
- MailChimp
- Google Applications
- Social Media (Facebook, Twitter, Instagram, LinkedIn, Wordpress, YouTube)

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)