

# 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*

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

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

*Responsibilities:* email newsletter creation, archive and database management, content editing, research and reporting, client communication, internal communication, interior layout editing, email systems management

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

-*Core Home Fruit —Portland, OR*

*Responsibilities:* scheduling, research and reporting, event planning, client communication, internal communication, email systems management, database management, outreach, social media, data entry

### • **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

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

-*Independent Publishing Resource Center —Portland, OR*

## SKILLS

- Content Creation
- 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 Management & Coordination
- Data Entry

## TECHNICAL COMPETENCIES

- Adobe Creative Suite
- AP Style
- Basic Video Editing (NLE)
- Project Management Tools (Asana, Harvest)
- Basic HTML
- Microsoft Outlook/Office
- Powerpoint/Prezi
- MailChimp
- Google applications
- Social media
- CMSs (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)