

# 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 Specialist / Graphic Designer**

(2007-Present) -*clients include A.V. Club Chicago, Peterson CAT, Gapers Block, Sonny Unger Foundation, Landline, Chromazoid, Dum Dum Zine, Tiny Mix Tapes, Southeast Ohio Magazine*

### • **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.

### • **Book Reviewer** (2017-Present) -*IndieReader*

*Responsibilities:* writing and editing self-published book reviews for digital-based platform, author research, deadline coordination, editorial strategies.

• **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, implementation of customer-facing communication via 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 through events, of local and national 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)