

Siri Nycklemoe

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portfolio

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PROFILE:

Design and marketing professional, seeking a position where I can use my creative abilities to meaningfully grow an organization's media presence. I am eager to utilize my communication skills to grow and refine my creative abilities. Hoping to find a company that aligns with my values.

EDUCATION:

Bachelor of Arts: Studio Art
(Concentrations in Media & Environmental Studies)
St. Olaf College May, 2018

STRENGTHS:

- Creative Problem Solver
- Positive and Energetic
- Motivated to Succeed
- Team Player
- Organized
- Leader

TECHNICAL SKILLS:

- Adobe Creative Suite
- Social Media & Public Relations
- Video Production
- Videography & Video Editing
- Photography & Photo Editing
- Website Layout

EXPERIENCE:

CREATIVE CONTENT PRODUCER

iMedia Brands - ShopHQ (July 2021 to present)

Research products, direct video shoots, collaborate with the photography team, and create editing and animation scripts. Generate digital content using the Adobe Creative Suite to support on air and web based sales.

EXECUTIVE ASSISTANT OF PHOTOGRAPHY & DESIGN

Elevated Imagery (October 2020 to July 2021)

Assisted with shoots, editing, and scheduling; created, and optimized social media content. Elevated current design practices by introducing and instructing coworkers in Adobe Illustrator to integrate into current design practices. Attended networking meetings and created social media content to grow and promote the business.

EVENT & BRAND AMBASSADOR

Various Companies (May 2019 to present)

Contracted by choice when time allows to work with brands, such as TruFru, LaCroix, Bacardi, Walmart, Brooklyn Brewing, Pepsi, etc., to connect with potential customers and promote the product through on-site promotions and events.

PROMOTIONS & MARKETING ASSISTANT

iHeartMedia: KDWB & Cities 97.1 (November 2018 to October 2020)

Coordinated and executed events and promotions for iHeartRadio stations such as KDWB. Communicated with listeners, clients, and on-air talent. Planned and scheduled online contests, promotions, social media posts, and interactions. Supervised events and appearances while leading the Street Team on site.

MEDIA SPECIALIST

Luther Crest Camp (June 2018 to September 2018)

Oversaw and created all media production materials, including photography, videography, and social media content for summer programming and promotional materials for future summers.

MARKETING & COMMUNICATIONS OFFICER

St. Olaf College Student Activities Committee (August 2017 to May 2018)

Created promotional marketing materials, such as graphics, logos, and posters for the events put on by the Student Activities Committee.

STUDENT LIFE RECEPTIONIST

St. Olaf College Student Life Office (February 2017 to May 2018)

Managed calendars, greeted visitors, and created appointments in a professional and confidential manner for the deans and student life staff at St. Olaf College.

PHOTOGRAPHER & GRAPHIC DESIGNER

Freelance (August 2016 to present)

Create logos, shoot and edit photos, and create informational materials and social media content for various organizations and individual clients.