

proof that i'm legit

TOOLS & PLATFORMS: Photoshop - Illustrator - InDesign - Premiere Pro -
Lightroom - CapCut - Canva - Mailchimp - WordPress - Meta Business Suite
Asana - Basecamp - ClickUp - Later - Google Suite - Dropbox - Wordpress

NINA IS ON LOCATION

freelance // 2023 - current

Specializing in creative direction, photography, videography, video editing, content creation, social media, and graphic design. Recent work includes content creation for @fire.flowhotyoga, @acaciaandspruce and 6x Paralympic athlete @noah_malone13. Past projects I've loved being a part of: short-form video editing and pre-production for YouTuber Travel Deeper, content creation for @JaimeSchmidt, videography and photography for @Brock11Johnson, art direction for REIGN Storm, and design for Rûfûs Du Sol's, Mate Maker Hard Kombucha

THORN BREWING

creative director + design (remote) // march 2019 - may 2023

Led creative direction and branding across all three Thorn Brewing locations. Designed 250+ beer labels, packaging, merchandise, pitch decks, and sales collateral. Oversaw the visual style of the brand and served as the main point of contact for print. In-house videographer, photographer, and content creator for all digital platforms.

- Created all designs for POS materials, core and limited can releases, and in-house marketing
- Managed content and marketing needs for all three tasting rooms
- Built an ambassador program from the ground up
- Developed and executed monthly campaigns for limited can releases
- Helped launch and market the opening of Thorn Mission Hills
- Managed brand networking and handled event collaborations
- Designed and curated weekly Mailchimp campaigns
- Managed all social media platforms including ad spend, scheduling, replies, content, and campaigns
- Handled video production, photography, and editing in-house
- Led a full website redesign and maintained ongoing updates
- Collaborated with global markets to strategize in Japan and Mexico
- Supported expansion into five new states with targeted launch campaigns
- Coordinated and promoted community and tasting room events
- Grew Instagram organically from 25k to 31.2k in eight months
- Launched the first low-carb IPA, Treading Lightly, naming the beer, designing the can, and creating a fitness focused ambassador program in collaboration with Lululemon and local gyms
- Used Asana and Basecamp daily to stay organized and efficient while working remotely
- + Also proficient in metaphorical fire-fighting, high-fiving, consuming too much coffee, and keeping things light and fun in the workspace

GREENSPOT SALAD COMPANY

marketing director (remote) // 2015 – oct. 2022

Handled product and content photography, videography, and editing across all channels. Wrote all copy, scheduled and managed posts for Instagram, Facebook, and TikTok. Designed all marketing materials, including print and digital menus for all three Greenspot locations, window displays, and ongoing promotions. Managed Facebook ads, weekly newsletter campaigns, Google My Business updates, and website edits via WordPress. Supported the opening of the third location and contributed to the successful launch of The Greenspot App.

FIT ATHLETIC CLUB

social media/creative director // 2015 – 2019

- Managed social media strategy and content for five club locations across Instagram, Facebook, Twitter, LinkedIn, YouTube, and Yelp
- Ran Facebook ad campaigns and optimized performance through Facebook Business Manager
- Grew Instagram organically from 2k to 11k through consistent engagement and community-building
- Served as in-house graphic designer for all print and digital assets including flyers, banners, posters, business cards, takeaways, and web graphics
- Maintained and updated the website via WordPress
- Directed and produced brand photo and video shoots, including model coordination, and editing
- Created in-house visual content using Premiere Pro to highlight services, events, and community
- Collaborated with over 50 employees across departments to develop personalized marketing content
- Helped onboard new personal trainers and align internal marketing efforts
- Managed weekly email campaigns using Mailchimp
- Acted as on-site Marketing Manager, visiting each club weekly to stay connected with GMs and staff
- Partnered with influencers and local businesses for cross-promotions and event marketing
- Supported quarterly campaigns, community events, and member appreciation programs
- Joined weekly strategy sessions with the CEO and Marketing Consultant to review Google Ads, SEO, Google Analytics, CallRail, and Crazy Egg
- Made the most of a modest marketing budget by staying creative, resourceful, and hands-on with all aspects of brand building

LUXVT (LUXURY VIRTUAL TOURS)

graphic designer // 2014 – 2015

Created custom marketing materials including brochures (2–12 pages), table tents, DVD packaging, business cards, multi-slide presentations, listing mailers, and for sale signage. Managed private client accounts across Zillow, Craigslist, and Postlets, as well as updates and maintenance on WordPress.

DECOBIKE SAN DIEGO

creative director + graphic design // jan – aug. 2015

Rebranded the company and designed all marketing materials, including flyers, brochures, station maps, and custom stickers for bicycle baskets, fenders, and kiosks. Managed all social media channels, assisted with event planning, and directed photo shoots to support marketing efforts.

DETAILS YOU DIDN'T ASK FOR

Hi there! If you've made it this far, congrats. I'm Kristina, but everyone calls me Nina. I've traveled to 37 countries and I will absolutely talk your ear off about my Southwest credit card. I'm a creative at heart and a cat lover by choice. I grew up in Northern California but have called San Diego home for the past 17 years, so I feel like I've earned the right to call myself a local.

Some things that bring me joy: having a trip to look forward to. Laughing so hard you sound like a tea kettle. Inside jokes that still make me laugh months later. A solid charcuterie board with a well-paired glass of wine. My kitties + hubs. Nailing the concept on first try or just coming up with a damn good idea.

ADJECTIVES GO HERE

Quick to learn, team-oriented, organized, crafty, hardworking, and fun-loving. I'm also your biggest cheerleader. My friends call me the Yelp of San Diego. I take networking seriously and bring a lot of pride and care into every project I'm part of.

If there's one thing this industry has taught me, it's to go with the flow, not take things personally, and remember that any kindness outweighs any kind of ego. That mindset has helped me navigate tight timelines, creative challenges, and everything in between with clarity and calm.

BOOK SMARTS

SAN DIEGO CITY, SAN DIEGO CA

[2009 - Spring 2014 // AA in Graphic Design]

CABRILLO COLLEGE, SANTA CRUZ CA

[2008 - Spring 2009]

FAITH CHRISTIAN HS, YUBA CITY CA

[2004 - 2008 // High School Diploma]

***nina
is
short
for
kristina***

i joke - you know nina,
you pay kristina :)

PEOPLE WHO WILL CONVINCE YOU I'M AWESOME

JAIME SCHMIDT

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JENNA JONES

Fit Athletic Club
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