

## ***proof that i'm legit***

PHOTOSHOP	■■■■■□	VIDEO EDITING	■■■■■	VIDEOGRAPHY	■■■■■
ILLUSTRATOR	■■■■■	SOCIAL MEDIA	■■■■■	CREATIVITY	■■■■■
INDESIGN	■■■■■□	PHOTOGRAPHY	■■■■■	DANCE MOVES	■■■■■

### ***NINA IS ON LOCATION***

#### ***freelance // 2011 - current***

Specializing in photography, videography, video editing, content creation, social media and graphic design. Most recent clients have been short form video editing and pre-production for YouTuber Travel Deeper with Gareth Leonard, content creation for @JaimeSchmidt and UGC for @HydroH2OFlask. Cool projects I've been a part of: videography & photography for @Brock11Johnson, Art Direction for REIGN Storm, label re-brand for TapShack Kombucha, design for Rûfûs Du Sol's Mate Maker Hard Kombucha, and logo, branding and label design for Bucha Whole Fruit Hard Kombucha.

### ***THORN BREWING***

#### ***creative director + design (remote) // may 2020 - may 2023***

Designed 250+ beer labels, packaging, posters, social media graphics, merchandise, pitch decks, and sales collateral. Responsible for the visual style and imagery for the Thorn brand. Main point of contact for print. Creative lead for marketing campaigns and concepts. In house videographer/video editor/photographer/content creator for the brewery's social media outlets.

#### ***marketing director (remote) // march 2019 - may 2020***

- Created all designs for POS, social, limited can releases, core cans, and all in-house marketing collateral
- Managed all content and marketing needs for all three tasting rooms
- Created monthly campaigns for limited can releases
- Created an ambassador program from the ground up
- Helped with the launch and opening of Thorn Mission Hills
- Manager of relations when it came to brand networking and event elbow rubbing
- Designed and curated weekly mailchimp updates/campaigns
- Managed all social media; ad spend, scheduling, replies, content creation, and campaigns
- In house videographer, video editor and photographer
- Completed a full website overhaul + official website updater
- Collaborated with global markets to strategize marketing in Japan and Mexico
- Marketed the launches into several new territories across 5 different states
- Helped coordinate events and supports promotion of said events
- Organically grew IG from 25k to 31.2k in 8 months
- Launched first Low-Carb IPA, Treading Lightly (named the beer, and designed can), collaborated with Lululemon, local gyms and other fitness and wellness centers. Designed an audience specific ambassador program that targeted health and fitness + keto dieters
- Avid Asana & Basecamp user to stay organized and efficient with time management while working remotely

## **GREENSPOT SALAD COMPANY**

***marketing director (remote) // 2015 - oct. 2022***

Product + content photography, videography and editing. Created all copy, scheduled and managed all posts for Instagram, Facebook and TikTok. In addition to social media, I designed all marketing collateral, print/digital menus for all 3 Greenspot locations, window displays, + managed Facebook ads, marketing, weekly newsletter campaigns, GMB, weekly newsletters, website updates via WordPress. Helped with the opening of their third location and contributed to the launch of The Greenspot App.

## **FIT ATHLETIC CLUB**

***social media/creative director // 2015 - 2019***

- Managed social media for all five club locations: Instagram, Twitter, Facebook, LinkedIn, YouTube, and Yelp
- Facebook ads + Facebook Manager
- Organically grew our Instagram following from 2k to 11k
- Collaborated with influencers and local companies for cross promotions and events
- In house graphic designer: Designed all print design including banners, flyers, posters, takeaways, business cards, mailers, etc + in addition to all digital content for social media and our website
- Hands on with printing process from beginning to end
- Updated website via WordPress
- Coordinated models, scripts, and directs all photo/video shoots
- In house photographer/videographer & proficient in video editing with CC Premiere
- Worked hands on with 50+ employees/multiple departments to create individual marketing content
- Assisted with weekly newsletters via MailChimp
- On site Marketing Manager: Visiting all three gym locations weekly to check in with General Managers and team members
- Helped on-board all new Personal Trainers
- Met weekly with Marketing Consultant & CEO to go over GoogleAds, Google Analytics, SEO, CallRail and Crazy Egg
- Assisted with events and Fit Member Happy Hours
- Created quarterly campaigns for brand and different sale promotions
- Made due with a modest marketing budget
- Proficient in fire fighting, high fiving, drinking copious amounts of coffee and keeping a silly and fun attitude within the workspace

## **LUXVT (LUXURY VIRTUAL TOURS)**

***graphic designer // 2014 - 2015***

Created custom marketing pieces such as 2-12 page brochures, table tents, DVD designs, business cards, multi-slide presentations, listing mailers, and for sale signs. Managed private client's Zillow, Craigslist, Postlets account, and WordPress.

## **DECOBIKE SAN DIEGO**

***creative director + design // jan - aug. 2015***

Re-branded and designed all marketing materials such as flyers, brochures, station maps, stickers for the bicycle baskets, fenders and kiosks. In addition, managed all means of social media, helped with events and directing photo shoots.

### ***details you didn't ask for***

Hi there! Congratulations if you have made it this far. I'm legally named Kristina, but everyone calls me Nina. I've traveled to 35 countries and I dare you to ask me about my Southwest Credit Card. I'm a creative by nature and a cat lover by choice. I grew up in Northern California, but I've lived in San Diego for the last 15 years, so I guess that gives me \*some\* street cred of calling myself a local. Some things that bring me joy: having a trip to look forward to. Laughing so hard it counts as an ab workout. Inside jokes. A charcuterie board with a perfectly paired glass of wine. My kitties :)

***nina  
is  
short  
for  
kristina***

### ***adjectives go here***

Quick to learn, team player, extremely organized, crafty, your biggest cheerleader, hardworking, and fun-loving. My friends call me the Yelp of San Diego. I take networking seriously, which comes with the territory of taking enormous pride for all the projects that I participate in. If there is anything this industry has taught me, it's to go with the flow, don't take things personally, and ultimately, being kind will always outweigh any kind of ego.

### ***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]

### ***people who will convince you i'm awesome***

#### **JAIME SCHMIDT**

Color Capital

jaime@jaimeschmidt.info

#### **ANNA BRIGHAM**

Thorn Brewing Co

anna@thorn.beer

#### **JENNA JONES**

Fit Athletic Club

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