

Nikki Jeske

social media & brand strategist

Austin, Texas
512.925.9952
hello@nikkijeske.com
hire.nikkijeske.com

OBJECTIVE

I am a designer, brand strategist, and social media consultant passionate about the colorful world around us and the sustainable relationships we build, both online and off. I believe that every brand should have a voice that makes them unique and relatable. I strive to bring this belief to every project I put my heart into.

SKILLS

Social Media Marketing, Copyediting,
Web/Print Design & Dev, Brand Strategy,
Community Management, Illustration

EDUCATION

B.A. Creative Writing, Outdoor Ed.
Northland College, Ashland, WI
Aug 2004 - May 2009

TWITTER IDENTITIES

@designcoyote (2,700+ followers)
@rescueanimals (42,500+ followers)
@fuelillustrate (2,200+ followers)

PROFICIENCIES

Social Media networks, WordPress,
Microsoft Office, HTML Newsletters, Adobe
Creative Suite, HTML/CSS, CMS platforms



EXPERIENCE

SCARE for a CURE, Austin, TX
Social Media & Comm. Manager
August 2013 - Present

Design Coyote, Austin, TX
Designer & Brand Consultant
August 2005 - Present

I Love Resuce Animals, Austin, TX
Co-Founder, Brand Strategist
January 2009 - October 2013

Fuel Brand Network, Online
Editor, Social Media Coordinator
January 2010 - January 2013

Affiniscap, Inc., Austin, TX
Social Media & Brand Strategist
August 2011 - April 2012

Organizing & writing content for all social media channels.
Marketing to & networking with the growing SCARE community.
Designer & writing communications collateral for organization.

Developing custom artwork for designs, illustrations, & logos.
Blogging on a variety of topics including brand & community.
Providing consultations on sustainable social media strategies.

Designing & developing the website & marketing collateral.
Monitoring all social media channels & marketing campaigns.
Writing & editing content for the website & any collateral needs.

Writing & editing content for the Branding & Illustration blogs.
Interviewing illustrators & design professionals in the field.
Networking & marketing to community through social media.

Creating all marketing collateral & tracking social analytics.
Supporting marking campaigns through social media channels.
Providing real-time customer service for partners online.

ACHIEVEMENTS

Nominated for Social Media Award, Austin, TX, "Statesman Social Media Awards" (2/15/2012)
Nominated for DogTime Blog Awards, Washington DC, "Best Animal Blog Post" (8/26/11)
Featured Blog Post on Mashable.com, "Pedigree Donates Dog Food for Blog Posts" (9/17/10)
Speaker at Blogpaws Conferences, Denver & DC "Advanced WordPress Techniques" (9/11/10 & 8/26/11)
Awarded at DogTime Blog Awards, Blogpaws Conference, Denver, CO "Best Cause Blog" (9/11/10)
Featured Designer on Mashable.com, "20 Resources for Displaying Twitter Updates" (6/9/10)
Featured Designer on Smashing Magazine, "50 New Beautiful Blog Designs" (7/22/09)

