

# Nikki Pinney

812/679-8790  
11513 STONE AVE. N #D130  
SEATTLE, WA 98133  
PINNEYNIKKI@GMAIL.COM  
WWW.NIKKIPINNEY.COM

## Multimedia Experience

### Marketing and Distribution Coordinator

*Ruby Lane Productions / Bloomington, Ind. / December 2012 - June 2013*

- Handled mailing, scheduling, correspondence and file management for promotion of a comedy documentary.
- Packaged film for festivals, conferences and distribution by creating a press kit and website, and managing social media accounts.
- Represented the film at the 2013 Friars Club Comedy Film Festival in New York City.
- Strategized long-term publicity by establishing web infrastructure for selling and promoting the forthcoming book tie-in and VOD release.

### Marketing and Design Specialist

*SproutRobot / Bloomington, Ind. / Summer 2011 & Summer 2012*

- Created and distributed original content for blog, newsletter and social media for more than 1,000 site visitors a day, up from about 100 daily when internship first began.
- Conceptualized and designed interactions for the web application to mobilize a proposed price model change.

### Staff Writer/Photographer, Page Editor

*The Herald-Press / Huntington, Ind. / February 2005 - April 2007*

- Wrote news and feature stories to meet a daily deadline and Associated Press style guidelines.
- Edited farming page layout and content on a weekly basis.
- Earned a citation from the Associated Press for exemplary breaking news coverage.
- Awarded best spot news photo and named photo of the year finalist by the Hoosier State Press Association.

## Project Management

### Database Development Team Member

*Serve IT Clinic / Bloomington, Ind. / January 2013 - May 2013*

- Designed the interface and worked with programmers to develop a database that met state-level reporting requirements while focusing on the day-to-day data management needs of a non-profit agency.
- Responded to client needs and behaviors with intuitive designs that empowered and supported their growing technology skills.

### Publicity Coordinator

*AuthorHouse / Bloomington, Ind. / August 2007 - March 2008*

- Composed copy and graphics to promote newly published books and principal accounts.
- Managed publicity as media liaison before being tapped to establish an online interview connection service.

## Academic Activities & Honors

### Bachelor of Arts in Communication and Culture, Human-Centered Computing and Informatics minors

*Indiana University / Bloomington, Ind. / January 2009 - May 2013*

- Prompted 400% increase in membership as president of the Kappa Alpha chapter of Lambda Pi Eta through creative event planning and digital branding.
- Inducted into Phi Beta Kappa in 2013.
- Awarded a 2012 Intensive Writing Essay Prize in Arts & Humanities.
- Honored by the Department of Communication and Culture with a MacDowell Gilliam scholarship, a competitive, merit-based endowment.
- Chosen as a judge for the 2012 Iris Film Festival, and then as a featured filmmaker for the 2013 festival.
- Web designer for the 2012 Women Exposed art show.

