

# NINA LITOFF

## Understandable Content

### WORK EXPERIENCE

#### Communications and Programming Coordinator

*JEWISH RECONSTRUCTIONIST CONGREGATION  
AUG 2016 TO PRESENT*

- Help define and maintain a modern and engaging brand identity
- Email Marketing for internal communications to encourage community engagement and fundraising
- Manage content and information architecture on the synagogue's Drupal website
- Design graphics for printed materials and paid advertisements
- Create communications plans for marketing and events
- Social media marketing on Facebook, Instagram and Twitter
- Video editing for congregation's Youtube channel
- Promoting programs to the public to increase brand awareness and membership

#### Communications Strategist

*REBIRTH GARMENTS  
2016*

- Website design and management, copy editing and content creation
- Assisted with strategic messaging, brand identity, social media, and web presence
- Managed, promoted, and successfully funded a Kickstarter Campaign, raising more than \$28,000 in capital in 30 days

#### Public Affairs Assistant

*THE ART INSTITUTE OF CHICAGO  
2013-2016*

- Fulfilled press requests from high-profile publications
- Managed film crews for museum promotional shoots
- Created online press rooms on the institution's Drupal website
- Conducted visitor research surveys and interviews with members of the public
- Substituted periodically as Social Media poster and content creator
- Answered visitor comments and managed the public inquiries email inbox

### PERSONAL PROFILE

I am an artist, photographer, designer, and thinker who seeks strategies for making content easier to interact with. I am a natural "tour guide," - wanting to show people how to do things and tell them about something fun and new, and an "explainer," - able to break down complex systems into clear, understandable chunks.

### AREAS OF EXPERTISE

- Content Strategy
- Branding and Identity
- Information Architecture
- Creating Content Calendars
- Social Media Marketing
- Photography
- Video Editing
- Customer Service
- Collaborative Projects

### EDUCATION

#### Knox College, Galesburg IL

*BACHELOR OF ARTS, CUM LAUDE, 2012*

- Studio Art with a concentration in Photography
- Minors: Art History, Psychology
- Salzburg College Study Abroad Program January-May 2011
- Served as Photography TA, led darkroom demonstrations, critiques, and acted as substitute instructor during professor's leave

### SKILLS/CERTIFICATIONS

- Adobe Creative Cloud
- Microsoft Office
- Google Drive
- Intermediate German
- Basic skills in HTML and CSS
- Drupal Website Management
- CRM Database management

### CONTACT INFORMATION

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