

NINA KRISTINE TALLEY

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Writing Portfolio - nina.talley-yarhouse.us

EXPERIENCE

Health Innovators

Orlando, FL

Creative Director

01/2016 – Present

- Content creation and management for Health Innovators blog and social media channels.
- Provided themes and creative direction for over 20 Health Innovators events, hosting at least one event a month.
- Research innovative medical technologies and the thought leaders behind them; network with and source at least three expert event speakers each month.
- Organically grew the community from 300 members to 1,300 in under a year.

Allogly

Orlando, FL

Operations Manager

06/2015 – 08/2016

- Created and implemented culture and procedural documentation for onboarding/offboarding, training, and disciplinary actions.
- Curated all social media content for Allogly's three main brand platforms.
- Crafted both technical and creative content for a variety of marketing efforts, including digital ad campaigns and custom promotional websites.
- Developed the Health Innovators community, expanding Allogly's professional network and creating unique business development opportunities in Orlando's three major hospital systems.

Cloudspace

Orlando, FL

Office Manager | Account Manager | Copywriter

02/2010 – 06/2015

- Head of a marketing team tasked with researching, creating, and managing marketing strategies.
- Lead copywriter on all landing pages, press releases, ad campaigns, and social media accounts.
- Product management of a team of engineers and designers, creating cohesive digital experiences.
- Project management for multiple clients concurrently; scheduled and managed various tasks among several web development engineers.

Nerdapalooza

Orlando, FL

Co-Owner | Director of Merchandising | Director of Public Relations

08/2008 – 10/2013

- Managed Nerdapalooza branded merchandising, including designs and pricing, as well as day of organization and setup.
- Directed all merchandising efforts for over 30 bands yearly.
- Recruited, trained, and managed a team of merchandise volunteers to peak efficiency.
- Created and distributed press releases to various media outlets.
- Developed, implemented, and managed all digital ad campaigns.

SKILLS

Event & Project Management, Technical & Creative Writing, Client Engagement, Business Development

Proficient With - Google Services: *Adwords, Calendar, Drive* | Perfect Audience: *Retargeting Ads* | Social Media Services & Acct Management: *Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube*

Experience With - Google Services: *AdSense, Analytics, DoubleClick Ads* | Adobe Creative Suite: *Premiere, Photoshop, InDesign* | Pages | Microsoft Office: *Excel, Outlook, PowerPoint, Word*

AWARDS & ACCOMPLISHMENTS

Health Innovators News Column -	Orlando Medical News
Best Local Music Festival -	Orlando Weekly, Best of Orlando 2013
Best Music Festival -	Orlando Weekly, Best of Orlando 2012
Runner Up, Best Arts Festival -	Orlando Weekly, Best of Orlando 2011

References Available Upon Request