

# ANIKA KIELER

SERVICE PROFESSIONAL AND VISUAL STORYTELLER

## CONTACT

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📍 Denver, CO

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## EDUCATION

2020 - 2024

THE UNIVERSITY OF KANSAS

- Bachelor of Science in Journalism
- Minor in Theatre
- Minor in Global & International Studies
- Global Awareness Program Certificate

## SKILLS

- Storytelling
- Adobe Creative Cloud
- WordPress (Elementor and Beaver Builder plugins)
- Microsoft Office
- Guest Relations
- Leadership & Team Management
- Video & Photo Production, Direction, and Editing
- Data Collection, Input, & Analysis
- Engaged & Cross-cultural communication
- Creative Problem-solving
- Interdisciplinary Collaboration
- Client Outreach & Engagement
- Detail-oriented, Organized

## PORTFOLIO

🌐 [anikakieler.wordpress.com](https://anikakieler.wordpress.com)

## CREATIVE MEDIA HIGHLIGHTS

- Multimedia storyteller with experience bringing non-profits, startups, established companies, and independent organizations to life through social media, websites, video, photography, audio, and written content
- End-to-end video and photo production experience for corporate, advertising, research, internal, international, B2B, and B2C audiences
- Experienced trainer and mentor, having trained 20+ employees and served as a reliable independent contributor and team resource

### NOTABLE SUCCESSES

#### LIFEBrand & VA Corps Cape Town, ZA

- **Designed and operated the #BlistersOnline campaign** for the Peninsula School Feeding Association (PSFA) while developing 3 months of social media content and creating marketing campaigns for the Blisters for Bread charity walk hosted by PSFA, and **collaborating alongside representatives from 10+ different organizations** (media, event planning, sponsors, etc.) during the development of the Blisters for Bread charity walk
- Filmed, edited, and produced 65+ informational videos **in the indigenous African language of Zulu** in partnership with Clowns Without Borders for a start-up app to educate and help foster change through refugee communities
- Managed VA Corps' social and outreach channels and drove a **159% increase in Instagram engagement** by executing a consistent, platform-specific content strategy across Instagram and TikTok

## SERVICE INDUSTRY HIGHLIGHTS

- 8 years of experience in the Food & Beverage industry, including 4 years as a restaurant & event server and 3+ years as a bartender in high-volume, client-facing environments
- Played a key role in planning and executing private and large-scale events, supporting operations from pre-event preparation through live service

### NOTABLE SUCCESSES

#### The Jayhawk Club Lawrence, KS

- **Hand-picked** to serve high-profile and influential Kansas leaders, including **University of Kansas Head Coach Bill Self, KU collegiate club and Div. 1 athletes and coaching staff, and Kansas Governor Laura Kelly**, demonstrating professionalism, discretion, and attention to detail
- Played a key and flexible role in the **design, production and execution** of high-profile events, including athletic events, weddings, and private events of high-profile individuals
- **Trained and supervised all new employees**, providing instruction on restaurant operations, private event service standards, and performance expectations

# RELEVANT EXPERIENCE

-----A-Wing Visuals SEPT. 2025- JAN. 2026

Social Media Manager & On- Location Video Directing Intern

- Developed and implemented social media marketing ideas, campaigns, and content strategies across all A-Wing Visuals platforms

Thirsty Lion  
Gastropub-----

MAR. 2025- JAN 2026

Bartender &  
Corporate Trainer

- Curated and managed content to ensure brand consistency, engagement, and growth
  - Oversaw and managed production of all LinkedIn posts, including layout, captions, and scheduling, to further client outreach and engagement
  - Coordinated and designed posts for the sales team, including cold outreach messages with video content
  - Advised and directed the social media team and ensured deadlines were met, and projects were fully completed
  - Directed video shoots; translated storyboards into actualized results; collaborated with client teams
  - Restructured, developed, and carried out social calendars across multiple platforms and across multiple campaigns
- Fulfilled over 800 drink tickets for a 350 capacity restaurant in 4 hours
  - Completed from-scratch bar prep work for days with +500 covers
  - Trained and supervised four new employees in accordance with corporate standards

Odell Brewing Company-----

JULY 2024 - JAN. 2025

Social Media Manager/ Taproom Associate

- Managed Instagram & Facebook accounts for Odell Brewing's Five Points Location
- Facilitated sales of up to \$8,000 daily; up to \$900 independently in four hours
- Promoted and bartended recurring and special events that garnered \$3,000+ in sales
- Collaborated with other Odell social media managers to implement overarching company goals, initiatives, and event promotion
- Organized an Instagram giveaway that reached over 1,500 Instagram users and facilitated the random prize giveaway among the 270+ entrants
- Cultivated intimate and detailed knowledge about the craft beer industry to promote taproom sales and inform social media campaigns
- Organized merchandise transfers and taproom displays
- Doubled average post engagement in the first 3 months
- Increased story views from 430 to 1.5K
- Assisted upper management during the maternity leave of our full-time taproom manager
- Acted as point-of-contact for vendors & event operations
- Fostered long-term relationships in the local community
- Collaborated with community leaders to develop business collabs and community events

---Good Morning Indian Country  
Multimedia Journalist

FEB. 2024 - MAY 2024

- Delivered multimedia news packages focused on Indigenous communities in Kansas covering local events and interviewing event attendees, coordinators, and representatives
- Balanced operating the teleprompter during live shows alongside on-screen talent appearances
- Edited all videos in Premiere Pro in accordance with show standards
- Mastered cross-cultural communication skills to ensure the utmost respect for often misrepresented communities

---Yellow Bug Creative AUG. 2023 - FEB 2024

Multimedia Specialist & Copywriter

- Produced and edited high-quality video, animation, and photographic content for contracted clients
- Wrote and refined compelling copy for advertisements, websites, and branded company assets
- Developed, published, and optimized informational blog content for the company website, Collaborated with cross-functional team members to design and build client websites
- Conducted competitive research and implemented strategic tactics to strengthen client promotion and market positioning
- Designed and executed targeted email marketing campaigns
- Managed and grew client social media accounts through consistent content creation and engagement and planned and led integrated marketing campaigns across multiple channels

--- LIFEBrand (Cape Town, ZA) SUMMER 2023

Media Development & Communications Intern

- Redeveloped internal organizational structure to manage multiple ongoing projects, store spaces, and client needs

--- VA Corps (Cape Town, ZA) SUMMER 2023 Social Media Manager

- Produced high-quality photo and video content to showcase events, culture, and experiences throughout Cape Town, boosting audience reach and visibility
- Strategically partnered with a remote content creator to streamline content production and maintain a steady publishing schedule
- Fostered strong cross-team relationships to amplify content performance and sustain positive community engagement