

Anika Kieler

Denver, CO anikakieler.com anikieler@gmail.com B.S. Journalism '24
University of Kansas

Global storyteller with experience across 20+ countries and 6 continents. Skilled in multimedia communication, data-driven storytelling, and cross-functional project execution in journalism, marketing, events, and operations. Proven ability to turn research and audience insights into impactful, emotional content. Known for adaptability, authenticity, and genuine curiosity, Anika connects people through meaningful, evocative, empathetic, human-centered storytelling.

Journalism, Research, & Editorial Communication

Professional Experience: 13 months

Notable Experience: American Conservation Experience (ACE), *Independent Researcher*

- Analyzed and visualized FY2020–2023 ACE operations data in Tableau, performed data cleaning and trend analysis across regions, work types, and partner organizations, collaborating remotely.

Additional Proficiencies:

- Wrote and edited content to improve clarity, accessibility, engagement, and brand impact across digital and print platforms.
- Produced multimedia content from concept to publication across web, social media, email, video, events, photography, and print media.
- Conducted research, cleaned datasets, and transformed data into actionable insights for organizational decision-making.
- Collaborated with 10+ external partners, sponsors, media organizations, and event stakeholders to execute successful campaigns and events.
- Selected and organized images and text to guide viewer interpretation through iterative editing, strengthening cohesion, clarity, and emotional impact.
- Collaborated with marketing, operations, leadership, and creative teams to ensure cohesive messaging, strategic consistency, and successful campaign execution.

Storytelling, Content Strategy & Digital Media

Professional Experience: 16 months

Notable Experience: LIFEBrand, *Media Development and Strategies Intern* (Cape Town, ZA)

- Designed and executed nonprofit marketing campaigns while collaborating with 10+ partners for a local charity event, produced Zulu-language video content for a refugee educational app

Additional Proficiencies:

- Analyzed audience insights and performance metrics to optimize content strategy and improve engagement.
- Maintained consistent brand messaging, tone, and voice across platforms and campaigns.
- Doubled social media engagement at Odell Brewing Company- Five Points and increased story views from 430 to 1,500 through data-driven content strategy
- Led social media content production, ensuring on-time delivery
- Promoted brand awareness through customer engagement, event marketing, and social media campaigns that increased audience reach and participation, and ensured brand consistency across platforms.
- Developed and executed multi-channel marketing campaigns across social media, email, web, and video platforms.
- Monitored analytics and implemented data-driven improvements to campaign performance.

Operations & Program Management

Professional Experience: 6+ months

Current Employment: S.O.L. Store of Lingerie, Operations Assistant

- Led order fulfillment, inventory management, operational strategy, and cross-functional operations while implementing processes that improved efficiency and cost reduction.

Additional Proficiencies:

- Received, inspected, and processed incoming inventory, packages, and vendor deliveries accurately, recording across B2B platforms.
- Sorted, organized, hung, and RFID-tagged merchandise to ensure inventory accuracy and replenishment.
- Served as the primary point of contact between the sales team and operations department, facilitating clear communication and seamless workflow execution.
- Organized merchandise transfers and displays
- Developed, implemented, and refined operational strategies, procedures, and best practices to improve efficiency and accuracy
- Maintained store appearances and universal quality in line with daily operational goals and store standards
- Ensured smooth high-importance event success with exceptional preplanning and organization during Store Deals, Brand Sales/ Promotions, Special Events and VIP tours
- Ensured high standards of efficiency, accuracy, and care while handling designer goods and luxury brands

Events, Hospitality, Client Relations & Leadership

Professional Experience: 7 years

Notable Experience: The Jayhawk Club, Event & Restaurant Lead, New Hire Trainer

- Coordinated large-scale events and VIP service, training staff and ensuring flawless execution for fundraisers, athletic programs, large-scale operations for 300+ guests and private clients.

Additional Proficiencies:

- Delivered over 500 scratch craft cocktails, beer and wine in a high-volume hospitality environments, serving 400+ guests per shift while maintaining service quality.
- Trained and mentored 10+ new employees on service standards and operational procedures at three different businesses.
- Served as the primary point of contact for private and large-scale events, managing client expectations, timelines, and service execution to ensure seamless experiences.
- Planned, coordinated, and executed events ranging from intimate private gatherings to fundraisers and celebrations serving 300+ guests.
- Managed cash handling, event deposits, active tabs, and end-of-day reconciliation with a high degree of accuracy and accountability.
- Collaborated across teams to support operational efficiency, event execution, merchandising, and customer satisfaction initiatives.
- Demonstrated adaptability and leadership by assuming expanded operational responsibilities, supporting business continuity, and ensuring consistent service excellence.
- Maintained organized, welcoming, and compliant service environments that upheld health, safety, and presentation standards.