

# Anika Kieler

Visual & Print Communicator  
anikakieler.wordpress.com

## Education

*The University of Kansas*  
*May 2024*

Bachelor of Science in  
Journalism  
Minor in Theatre  
Minor in Global & International  
Studies

## Skills

- Storytelling
- Active Listening
- Intercultural  
Communication
- Problem Solving
- Creative Thinking
- Adaptable
- Data Input & Analysis
- Interdisciplinary  
Collaboration
- Wordpress
- Microsoft Office
- Adobe Creative Cloud

## Contact



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## Feasibility Study Independent Researcher

*American Conservation Experience; September 2023- Present*

- Compiled location data on ACE operations between 2020-2023 fiscal years
- Visualized data in Tableau
- Performed a wide range of data manipulation to develop a well-rounded understanding of the data
- Presented project results to supervisors and program facilitators

## Multimedia Specialist & Copywriter

*Yellow Bug Creative; August 2023- February 2024*

- Produced and edited video, animation, and photo content for contacted clients
- Generated written copy for advertisements, websites and company assets
- Designed and wrote marketing email campaigns; achieved over 40% engagement rate with audiences of 35,000+ individuals
- Assisted in the creation and execution of digital marketing campaigns

## Media Development & Communications Intern

*LIFEBrand (Cape Town, ZA); Summer 2023*

- Designed and operated the social media #Blistersonline campaign for the Peninsula School Feeding Association (PSFA)
- Filmed, edited, and produced informational videos in the local language of Zulu for Clowns Without Borders
- Collaborated alongside coworkers and representatives from 10+ companies during the development of the Blisters for Bread charity walk marketing campaign and event promotion
- Designed websites in Wordpress using the Elementor, Beaver Builder plug ins