

ANNA NICOLE ARTEAGA

Photographer, content creator and digital marketing specialist

Student pilot and passionate adventurer

US Citizen - Double Nationality - Bilingual

EDUCATION

2018 **Indiana University** - Bachelor's Degree in Tourism, Hospitality and Event Management

2020 **The Power MBA** - Online Certificate Course in Digital Marketing

EXPERIENCE

Dec 2022 - **Comfortable Adventures - Remote**

Social Media and Content Coordinator

Oct 2023

- Created, edited and curated copy and trending photo and video content for Instagram and email marketing using Figma, Canva, Trello, CapCut, iMovie
- Created an Instagram marketing strategy, hashtag strategy, as well as help curate a general marketing calendar with relevant dates to market around
- Scheduled all posts and their respective interactive stories and hashtags using Later and analyzed results weekly and monthly
- Wrote engaging blog posts and newsletters to effectively communicate company updates, useful hemp information, sales, touching stories, and more

Sep 2023

Callosum - Remote

Bear Awareness Campaign Translator

- Translated Callosum's 'Bear Necessities' campaign into Spanish for Colorado Parks & Wildlife, targeting the Hispanic audience in the state, to prevent and mitigate bear encounters in Colorado
- Innovated with engaging wordplay and campaign slogans, ensuring their cultural relevance and appeal in Spanish, while preserving the campaign's tone and message. This strategic linguistic adaptation tackled the challenges posed by direct translations of idiomatic expressions and colloquialisms

2022 -

Paisajes Efimeros - Quito, Ecuador

Digital Marketing Director and Content Creator

Present

- Take and edit photos and video during different remote backpacking expeditions to create a visual collection of the last of Ecuador's glaciers
- Plan and execute a digital marketing strategy and social media calendar to create visibility for the project, and educate on climate change
- Found two sponsors for the project, Feathered Friends based in Seattle, and Vapur, based in California

2021 -

Esteban Barrera Producciones - Quito, Ecuador

Assistant Photographer and Transcriber/Translator

Present

- Contributed to audiovisual conservation projects with his clients: WWF, The World Food Programme, República del Cacao, Conservation International
- Managed client transactions and communications, enhancing organizational efficiency
- Specialized in bilingual transcription and translation for video interviews, expanding content accessibility

2017 -

Freelance Photographer and Videographer - Remote

- Take and edit photos and video for different events and products ranging from adventure races and landscape content to corporate events and products
- Manage Instagram and website portfolio for contracts and photo print sales in the US, Ecuador and other countries
- Fly an ultralight aircraft in the Andes Mountains to create aerial photography and video content
- Patagonia Ecuador, Backcountry Magazine, The Pill Outdoor Journal, Nan Magazine, Lanza, Imptek, SIMA Activewear, Baika Talu Bike Park, Chaupi Molino

2021

Kingue Adventure School - Quito, Ecuador

Digital Marketing Director and Content Creator

- Created digital arts and photography during remote expeditions, courses and events for social media, email blasts, marketing materials
- Initiated and successfully marketed the first all-girls mountain program, selling out within two weeks
- Communicated with Instagram, LinkedIn, and Facebook followers in order to grow our community, create awareness and sell our programs
- Pitched and secured partnerships with educational institutions and corporations, expanding program reach in Ecuador and the USA

2020

Influencer Inc - Remote

Digital Marketing Intern

- Built and optimized digital marketing campaigns, created hashtag strategies and original content for website and Instagram
- Created feedback on the Moves App as a beta funnel user and strategy team member in terms of UX, UI, design, content, strategy, effectiveness
- Collaborated on Slack with the company founders, creative director and programmers to understand operations of an international startup
- Created blog and ambassador strategy to feature influential people representing our target market to increase brand awareness

2020

SnapTaste - Remote

Digital Marketing Intern

- Developed and implemented new social media strategies to attract, filter and recruit influencers and businesses, increasing brand awareness
- Created original bilingual content for website, Instagram and Facebook promoting influencer recruiting events, increasing engagement
- Created an investor's deck pitch presentation and speech in both English and Spanish and optimize SnapTaste's website SEO
- Used Instagram analytics tools to analyze and track influencer engagement to create reports for business owners in various countries
- Monitored online presence of company's brand and engage with users, strengthening existing and potential customer relationships

2019 -

Lindblad Expeditions - New York, NY

Expedition Specialist

2020

- Proposed and executed Green Team Initiatives in New York and Seattle office as founding member to making the office more sustainable
- Led Lindblad-National Geographic Latin America communications and reservations-related assignments in Spanish via phone and email
- Responded to inquiries in a timely and professional manner via phone, email, Salesforce, AS400, and assisted clients with reservations
- Provided accurate and detailed product knowledge and consultation as well as exceptional guest service to all clients
- Collaborated with teammates and internal partners, such as marketing and sales, to assist in converting bookings and exceed sales goals

2018 -

Jet Linx Aviation - St. Louis, MO

Personal Flight Concierge

2019

- Provided quotes, itineraries, and coordinated all trip logistics with members and aircraft owners through the Flight Operating System
- Created an Instagram and Facebook strategy and created content to maximize market exposure and compete with similar companies
- Studied and applied "Safety Management System" reports as well as Winter Operation procedure presentations

2018

White Lodging Services (Hilton Garden Inn) - Bloomington, IN

Sales & Marketing Spring Intern

2017

maman - New York, NY

Marketing & Events Summer Intern

Lightroom · Figma · Later · Canva · Trello · Mailchimp · Slack · Salesforce · Rock and ice climbing · MTB · Mountaineering · Speedflying

Leave No Trace Master Educator · [Feathered Friends Ambassador](#) · AIARE Level 1 · PADI Open Water Diver · FAA Student Pilot License

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