

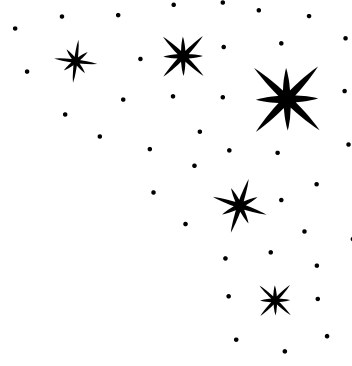


NANCY DIEDRICHS

CREATIVE DIRECTOR, VIDEO EDITOR,
SEO & GEO STRATEGIST

nancydiedrichs.com

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Experienced marketing and creative professional with 20+ years leading full-cycle content development and production workflows, including concept development, copywriting, graphic design and video production. Proven expertise in brand development, multimedia storytelling, social media campaign strategy, and performance-driven digital and traditional marketing initiatives. Practical working experience in search engine optimization (SEO), GEO (AI SEO), and content optimization best practices.

Background includes agency traffic and project management, remote team coordination, client consulting, and oversight of complex multi-channel marketing campaigns and budgets. Extensive experience supporting B2B, B2C, healthcare, public service, tourism, technology, and real estate industries in both in-house and remote collaborative environments.

Also available for Creative & Operations Consulting (Agency Branding & Workflow Audits).

HISTORY

Diedrichs Media LLC - June 2017 - Present
CJ Advertising, KY - June 2004 - 2017

EDUCATION

B.A. in Fine Arts New Media (Video Editing & Photography), Cum Laude

School for the Creative & Performing Arts;
Classical Piano Major

TECHNICAL EXPERTISE

Creative, Video & Multimedia Production

Final Cut Pro X (FCPX), Adobe Premiere Pro, Apple Motion, Adobe Photoshop, Adobe Illustrator, Adobe InDesign. Long-form and short-form video (YouTube, Reels, Shorts, TikTok).

Audio Production & Sound Design

Soundtrack Pro, Cubase, GarageBand, audio editing, sound design, voiceover editing, music integration, audio leveling, podcast/audio post-production.

Social Media, Content & Campaign Management

Social media marketing for Instagram, Facebook, YouTube, LinkedIn, TikTok; content creation, social media campaigns, platform optimization, and Meta Business Suite management; social analytics, engagement optimization, content calendars, campaign performance tracking

SEO, Analytics

SEMrush, Google Search Console, Google Analytics 4 (GA4), Swydo, PPEC.ai, keyword research, content optimization, on-page SEO, local SEO, GEO/AI SEO, conversion tracking, performance dashboards

Marketing Operations, Agency & Traffic Management

Agency traffic management, production scheduling, workflow optimization, process analysis & consulting, stakeholder communication & management of remote teams

BASICS: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Office Suite, Apple Pages, Apple Numbers, Google Docs, Google Sheets, QuickBooks, presentation design, reporting, data organization; Dropbox, Google Drive, Vimeo, Zoom, Slack, ClickUp, Monday.com, project management software, remote team collaboration, asset management.