



NANCY DIEDRICHS

CREATIVE DIRECTOR, VIDEO EDITOR,
SEO & SOCIAL MEDIA

nancydiedrichs.com

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PROFILE

Experienced marketing professional with 20+ years executing full-cycle creative and production workflows—from concept development and copywriting to post-production and campaign analytics. I specialize in brand development, video production, multimedia design, SEO/GEO-targeted digital strategy, and results-driven social media marketing. My background includes remote team collaboration and managing complex projects across B2B, B2C, healthcare, public service, tourism, tech and real estate industries.

EXPERIENCE

Diedrichs Media LLC, Remote

June 2017 - Present

- Built independent business freelancing for multiple clients.
- Projects & industries include: author book promotions & releases, fundraising, tourism, real estate, legal, B2B, B2C, healthcare, public service, & more.
- Skills: Creative Direction, Brand Development, Graphic Design & Logos, Campaign Strategy, Research, Video Concepts & Hands-On Production, Copywriting, SEO/GEO, Analytics & Budget Monitoring.

CJ Advertising, KY

June 2004 - 2017

- Creative Direction/Copywriting
- Video/Broadcast Editing
- Administrative/Media Planning
- Workflow & Traffic Management for Teams/Freelancers
- Social Media Marketing

Sightworthy, NY

- Remote Video Producer

Dysautonomia International, NY

- Non-Profit Creative Consultant
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ADDITIONAL SKILLS:

- Photography & Videography; Talent Direction/Virtual Directing; Special Focus in Culinary & Food Styling
- QuickBooks & Invoicing
- Original Soundtrack & Audio Editing
- Proposals & Pitch Developments
- Advanced Information Gathering & Synthesis
- Calendar & Schedule Management

EDUCATION

B.A. in Fine Arts New Media, Cum Laude

TECHNICAL EXPERTISE

- Final Cut Pro X, Creative Suite (Photoshop, InDesign, Illustrator, etc.), Premiere, Motion; various programs for social media, captions & reels. Soundtrack, Cubase, Garage Band.
- SEMRush, Google Search Console, GA4, Swydo
- Word, Pages, Office, Excel, Sheets, Numbers, PowerPoint
- Remote team systems including Dropbox, Google Drive, Vimeo, Zoom, Slack, Clickup/Monday.com