

NICOLE KRZMARCIK

MOTION GRAPHICS & VIDEO EDITING

S U M M A R Y

Creative professional skilled in developing brand-centric video materials across channels. Excels at explaining complex ideas through concise and compelling visuals. A cross-team media designer skilled at translating abstract ideas into reality.

S K I L L S

Adobe Suite

After Effects
Premiere Pro
Media Encoder
Audition
PhotoShop
Illustrator

Project Management Tools

FinancialForce
WorkFront
Ziflow

Content

Sitecore
Umbraco

Collaboration

Microsoft Teams
Sharepoint
OneNote
Slack
Box

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E X P E R I E N C E

05/2017 - Present

Motion Designer

Collegis Education | Bloomington, MN

- Video creation for use across a variety of channels including social media platforms, YouTube, and Google Display Network as well as broadcast channels
- Skilled in audio mixing, gif creation, and general video best practices
- Interpret business goals to collaborate with subject matter experts to develop creative briefs, brand guidelines, and video best practices to create informative, visually compelling projects
- Work with writers, designers, channel owners, and stakeholders across teams and business units to strategize and create video content
- Interpret and integrate feedback from creative, business, and legal teams while maintaining timelines, objectives, and brand messaging
- Present work to external partners
- Manage multiple projects at once in an agency-style workplace

E D U C A T I O N

BAS in Media Arts and Animation

The Art Institute | Minneapolis, MN

R E L A T E D E X P E R I E N C E

- President, Ed Talks chapter of Toastmasters (2020 - 2022)
- HTML, CSS, and Web Design Circuit | General Assembly