

CHRISTEN VIDANOVIC

storyteller + strategist



CONTACT

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EDUCATION

BACHELOR OF ARTS: JOURNALISM

2009

University of Hawaii

- *Senate Intern, Hawaii State Senate, Senator Chun Oakland (2007)*
- *Reporter, University of Hawaii Newspaper, Ka Leo O Hawaii (2008)*

SOCIAL

🌐 [linkedin.com/in/christenv](https://www.linkedin.com/in/christenv)

📷 @christenvidanovic

🐦 @iamchristenv

ABOUT

Creative media professional with 13 years of experience producing editorial content, developing content strategies, and working across disciplines. Passionate about storytelling, strategy and feel-good content marketing. Enthusiastic, supportive leader who is passionate about the arts, technology, healthy living and the outdoors.

SKILLS

Editorial strategy + channel development	Metrics + reporting
Copywriting + writer management	UGC + Curation
Project + campaign management	Content editing + web publishing
Photography + video production	Social media & content marketing

CAREER

FREELANCE INTEGRATED PRODUCER & COMMUNICATIONS SPECIALIST

April 2018 - Ongoing

- EVB Oakland: Relief pitcher for senior producer at local ad agency. Managed complex brand activation; digital game development and quarterly content series.
- Creative consultant for HUG: an SF wellness startup

MARKETING, COMMUNICATIONS AND CONTENT LEAD

Kodakit, a Kodak Company | Jan 2017 - Feb 2018

- Website (main + shop): content, direction, KPIs, analytics
- Editorial strategy, direction, + management for all content channels
- Internal + external communications (PR, email, app, etc)
- Community-driven service + support via social channels
- Communication tools for Community Managers + Sales Teams
- Managed writers, communications guidelines, UGC
- Community and client acquisition; paid + earned media campaigns

ASSOCIATE EDITORIAL MANAGER

Walmart eCommerce | Oct 2014 - Oct 2016

- Story lead on site-wide & homepage campaigns: managed messaging & site flow, creative ideation, briefs/decks, communication between site partners and metrics reporting on site wide campaigns.
- Developed editorial calendar, produced & managed content (articles, slideshows, social posts, videos) across multiple categories (Photo, Tech, Food & Recipes, Beauty, Outdoors).
- Tracked KPIs to develop creative, data-driven content solutions supporting marketing and business objectives. Spearheaded Cameras & Photography content, increasing AOV by 61% YoY.
- Initiated & managed organic social programming across Pinterest & Instagram.
- Story lead for first-ever site Influencer Video Program (featuring Tia Mowry). Vetted scripts, supervised video shoot, planned messaging & site execution.
- Lead production of first-ever content videos with in-house photo studio.

DIGITAL TOOLS

Photoshop/Lightroom
InDesign/Dreamweaver
Wordpress
Various CMS
Omniture
Google Analytics
MS Office
Basic HTML
Social Media Mgmt
Photography & Video

ORGANIZATIONS

Ceres Project | Kitchen
Mentor
Blue Uprising PAC |
Communications Director

INTERESTS

Photography
Writing
Yoga
Travel
Camping
Community
Sustainable Living
Cooking
Filmmaking
Hiking
Hot Springs
Music + Live Shows
Nature Conservation
River rafting
Ocean Sports

PRINCIPAL

Christen Vidanovic Photography | Feb 2013 - Dec 2014

- Co-authored book: This Modern Romance: The Artistry, Technique and Business of Engagement Photography
- Developed photography concepts, photographed editorial & weddings, managed photo editing & storage, coordinated schedules.
- Designed websites & marketing materials, wrote & organized client contracts, improved sales & financial development, created blog & social media content.

CREATIVE ASSOCIATE

The Digital Picture Company | Feb 2013 - Sept 2014

- Partnered with Wells Fargo, photographed over 30 national events annually; led studio & natural light shoots; executed event photography management.

COPYWRITER + PHOTOGRAPHER

AgLocal | April 2014 - July 2014

- Co-authored book: This Modern Romance: The Artistry, Technique and Business of Engagement Photography
- Developed photography concepts, photographed editorial & weddings, managed photo editing & storage, coordinated schedules.
- Designed websites & marketing materials, wrote & organized client contracts, improved sales & financial development, created blog & social media content.

ASSISTANT ART PRODUCTION SUPERVISOR

Commercial Film Production | Feb 2013 - Sept 2014

- Client list: Clients: Macy's, Nike, VH1, Sensodyne, Samsung

CONTENT MANAGER

Mixed Plate Media | Sept 2007 - Aug 2009

- Developed story ideas, wrote articles & restaurant reviews, collaborated on modules & graphic design.
- Managed event calendar & photographed events, published photos & articles to site and optimized imagery for web, archived images & articles.

STAFF WRITER + PHOTOGRAPHER

FreeSurf Magazine | Sept 2006 - Aug 2009

- Wrote surfing related articles on health, exercise, music & athlete profiles.
- Researched products for ads, organized & curated images from advertisers.
- Conducted & transcribed interviews, edited articles, organized marketing materials.
- Photographed 15 page fashion spread, edited images, collaborated on layout.

ACTOR, WRITER, PRODUCER

Throw Down The Keys Films | Feb 2007 - June 2011

- Radical, underground all-female filmmaking group that produced irreverent comedies for Honolulu Film Competition: Showdown in Chinatown.
- 2 time short film competition winners.
- Wrote scripts, improvised scenes, edited content

SELECT CLIENTS

Wells Fargo
Wanderlust Festivals
The Huffington Post
The Honolulu Weekly

Flux Magazine
The Honolulu Star-Advertiser
Outside's Go Magazine
The Hilton Hawaiian Village