

NIGEL GORDIJK B.A. (HONS.)

Community Communication

OVERVIEW

Communication specialist with 36 years' experience, including nearly 20 years of self-employment and several years as a local journalist. Enthusiastic and eager to help organizations engage with the community, share their message, and raise their profile across the region. Creative ideas, innovative thinking, and values-based attitude.

WORK EXPERIENCE

Marketing Associate Drayton Entertainment

April 2023 - Present

- Content creation to promote the theatre company's shows.
- Interviewing creative talent, such as on-stage performers and behind-the-scenes personnel (professionals and students).
- Writing articles for the company's website and social media channels.
- Writing scripts for short documentaries, before shooting and editing videos for online channels (website, social media, email).
- Designing marketing and development collateral for print and online distribution (brochures, programs, email newsletters).

Community Communicator Self-employed

July 2003 - April 2023

- Building connections and relationships through graphic design, copywriting, social media, photography and video.
- Meeting with clients to determine their goals and projects' parameters.
- Designing websites and printed marketing/communication collateral (logos, brochures, posters, t-shirts).
- Writing scripts for PSAs, shooting and editing videos, using animation apps.
- Conducting interviews, taking photos, and writing profiles.
- **Clients:** Terry Fox Foundation, Supportive Housing of Waterloo, Family & Children's Services WR, Women's Crisis Services WR, 100 Women Who Care: Wilmot.

Journalist The Wilmot-Tavistock Gazette

October 2020 - October 2022

- Pitched ideas for articles that highlight stories of local interest.
- Specialized in covering topics that showed the diversity within the community.
- Built trust within the community while covering sensitive and controversial topics.
- Interviewed and photographed community leaders and residents.

Contact

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Education

B.A. (Hons.) in
Graphic Design,
London College of
Printing (U.K.)
1985-1988

Skills

- Copywriting
- Videography
- Photography
- Graphic design
- Social Media

- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe InDesign

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Buffer
- Mailchimp
- Eventbrite

- Microsoft Word
- Microsoft Excel

Samples of creative and written work are available at commonsensedesign.net