

# Nicole M. K. Eiden

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## Mission Statement

I am a writer and multi-faceted business owner, specializing in communications, who looks at the world from varied perspectives and searches for connections to help meet the needs of individuals and communities. I excel at generating ideas, understanding issues through larger contexts, and presenting information to enlighten and transform. I use storytelling and collaboration to elevate ideas and build strong communities.

## COMPETENCY OVERVIEW

Communications / Strategic Marketing / Social Media  
Project Management / Business Logistics / Writing & Editing

## WORK EXPERIENCE

### WINDOWSILL PIES – FOUNDER / CO-OWNER / COMMUNICATIONS

New Orleans' award-winning pie and tart company 2011 – present  
*windowsillpiesnola.com*

- Planned, developed, and implemented branding, marketing, and social media campaigns
- Created engaging narratives for products that successfully communicated brand
- Created, updated, and managed website
- Wrote galvanizing web and social media copy
- Envisioned, designed, and wrote newsletters that promoted campaign goals
- Grew and managed email marketing automation platforms to foster engagement
- Designed and executed paid media campaigns with Adroll for SEM
- Crafted website aesthetic, marketing imagery, and art direction
- Utilized Adobe Creative Suite and Canva to communicate brand messaging
- Collaborated with graphic designers and photographers to extend the brand
- Grant writer
- Pitched at business conferences, participated in leadership panels, and presented on radio and television
- Developed and communicated business plan to investors

### Windowsill Pies Selected Awards and Earned Media

“Meet the Bakers Who Are Changing Their Communities for the Better “  
Food and Wine Magazine, 2018

Sugar Showdown Champions 2017  
Cooking Channel, Season 2, Episode 3: "Chinese New Year"

People to Watch — Class of 2016  
New Orleans Magazine

The Junior League of New Orleans Woman Entrepreneur Fellowship Award, 2016  
New Orleans Entrepreneur Week

**ARIEL MONTAGE – ASSISTANT FILM EDITOR** 2006 – 2010  
*timwatson.me*: a documentary house focusing on Louisiana stories

- Assistant to Editor on place-based feature-length documentaries
- Editor on smaller film pieces, trailers, commercials
- Grant writer and researcher
- Digitizer of footage for documentary features and archivists at Preservation Hall and Historic New Orleans Collection
- Collaborator during film editing, giving feedback and generating story solutions

### **Film Credits**

#### ***Assistant Editor***

*Member of the Club*, promotional trailer, 2008

*By Invitation Only*, 2006

#### ***Additional Editor***

*Walker Percy: a documentary film*, 2010

*The Music's Gonna Get You Through*, 2010

*Land of Opportunity*, 2010

*Vows of Silence*, 2008

*Member of the Club*, 2008

### **INDEPENDENT WORK – WRITER / FILMMAKER**

*nicoleeiden.com*

- Budgeted and managed film productions from pre-production to post-production
- Created on-brand collateral and press kits
- Presented work at public events including festival screenings and literary events
- Grant writer

## **Poetry Publications and Awards**

*I Am One of You* (Mississippi Sound Publishing, 2016)

“The Bridge,” 2023 LMNL Broadside Poetry Contest Winner

“Embodiment,” Co-runner-up 2021 Words and Music Writing Competition,

Peauxdunque Review, selected by Aimee Nezhukumatathil

“When people tell you life is work,” Peauxdunque Review, Issue Six

“Mortgage,” *New Poetry from the Midwest* (New American Press)

“Mortgage,” Women's National Book Association, 2016 Writing Contest 3rd Place

## **Film Work and Awards**

*Director, Writer, Editor, Producer*

***Neil and the Nun*** - 28-minute, narrative, 16mm

Ozone Film Festival,

Best Narrative Short, 2007

Pelican d'Or Short Film Festival,

Silver Award, 2005

Long Island Film Festival, 2005

Honolulu Rainbow Film Festival, 2005

Canadian Int'l Film and Video Fest, 2005

Cleveland Independent Film Festival, 2004

Columbus Int'l Film and Video Festival

Honorable Mention, 2004

New Orleans Film Festival, 2004

Rhode Island Film Festival, 2004

***La Cuoca (The Cook)*** - 29-minute, narrative, 16mm

CINE Golden Eagle Award, 2003

New Orleans Film Festival, 2002

## **SOFTWARE SKILLS**

Website Maintenance, Shopify, Word Press Mail Chimp, Marketing Automation, Springbot, Office Suite, Google Suite, Adobe Creative Design Suite, Mac Software, Canva, Final Cut Pro, iMovie, SEO

## **PROFESSIONAL GROUPS**

Women's National Book Association, Board Member, 2021 – present

Les Dames d'Escoffier International, 2021 – present

Women in Film and Television, Board Member, 2017-2018

## **EDUCATION**

Certificate in Digital Marketing (currently enrolled)

Loyola University New Orleans

Master of Fine Arts, Film Production

The University of New Orleans

Bachelor of Science in Communications, Video Production

Ohio University