

RAYVIN GIERWATOWSKI

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EDUCATION

St. Olaf College

B.A. | *Design for Events and Community Engagement*

Concentrations: *Business & Management Studies, International Relations*

May 2026

GPA: 3.76

Presidential Merit Scholarship · Dean's List

SKILLS & TOOLS

Languages: English (Native) · Spanish (Advanced) · Italian (Conversational) · Arabic (Basic)

Tools: Google Suite · WordPress · Canva · Adobe Creative Suite · CapCut · Email Marketing Platforms · Social Media Management

EXPERIENCE

Marketing & Shop Associate

June 2025–Present

Northfield Arts Guild · Northfield, MN

- Design and execute community engagement programming — including a public open house, Water St. studio launch, and dance studio pilot event — to expand the Guild's reach and deepen neighborhood relationships.
- Manage multi-channel marketing campaigns across social media, email, print, radio, and city partnerships, coordinating cross-departmental content for classes, events, and sales in a small-staff nonprofit context.
- Oversee graphic design, website management (WordPress), and email communications, maintaining brand consistency while adapting messaging across platforms and audiences.
- Support front-of-house shop operations and serve as a public-facing Guild representative, upholding organizational SOPs and contributing to a welcoming visitor experience.

Digital Marketing Fellow

June–August 2025

St. Olaf College Office of Marketing & Communications · Northfield, MN

- Photographed and edited campus event imagery in Adobe Creative Suite, balancing technical quality with an approachable, ethical style that kept subjects comfortable and photos compelling.
- Collected and organized social media analytics across YouTube, Instagram, and TikTok to support strategic content planning.

Executive Leadership Venue Coordinator

April 2024–May 2026

The Lion's Pause, St. Olaf College · Northfield, MN

- Contract and manage performing artists for concerts and campus events, overseeing booking logistics, artist communications, and performance agreements.
- Co-lead an executive team across event production, marketing, and facilities — delegating to department managers and maintaining project timelines from concept to execution.
- Uphold a visible, professional campus presence while innovating programming to maximize student engagement and community attendance.

Wedding Coordinator's Assistant

June–August 2024

Skytop Lodge · Skytop, PA

- Coordinated event setup for weddings and private events, exercising creative judgment on aesthetics and spatial flow to deliver a memorable guest experience.
- Collaborated across departments on event logistics and conducted venue tours for prospective clients, managing communications to support the booking process.

Social Media Planner & Designer

February–May 2024

Zicofy · Seville, Spain

- Developed a comprehensive digital marketing strategy including a Brand Kit and multi-platform social media plan, managing content across LinkedIn, Instagram, and TikTok.
- Produced branded content and advertising using Canva and Adobe Illustrator to enhance the company's online presence and audience engagement.

Treasurer & Co-Chair

August 2023–January 2025

Queer Ole Individuals (QOI), St. Olaf College · Northfield, MN

- Managed event budgets and fund allocation while planning signature semester events, fostering an inclusive, welcoming campus community.