

NICHOLE SMITH

ART DIRECTOR | MARKETER | DESIGNER | WRITER

CONTACT

484.666.8640

THEARTOFNICHE@GMAIL.COM

ARTOFNICHE.COM

EDUCATION

EAST STROUDSBURG UNIVERSITY

EAST STROUDSBURG, PA 2002 - 2006

BA ART & DESIGN ♦ 3.7 GPA

SKILLS

VISUAL DESIGN

BRANDING IDENTITY

PROJECT MANAGEMENT

COPYWRITING + ILLUSTRATION

SOCIAL MEDIA MARKETING

EVENT PLANNING

SEO + SEM

TOOLS

MAC OS + WINDOWS

ADOBE CREATIVE SUITE

INDESIGN

PHOTOSHOP

ILLUSTRATOR

PREMIER PRO

ADOBE ACROBAT

MAILCHIMP

MICROSOFT OFFICE

POWERPOINT

KEYNOTE

PROFILE

Art Director with over ten years of experience in graphic design, marketing, and brand management. Adept in creative problem-solving, writing compelling copy, maintaining corporate identity, and designing eye-catching visual communication.

WORK

ADAMS OUTDOOR ADVERTISING ♦ Bethlehem, PA

Graphic Artist 2018 - 2020

- Designed over 320 static + digital billboards, as well as static + animated online ads. Reviewed and approved all customer-supplied camera-ready digital billboard files and online ads.
- Regularly collaborated with award-winning design team and assisted account representatives with client visits to pitch creative projects.
- Achieved 2019 Gold ADDY Award from the GLV American Advertising Federation for digital #agricultured out-of-home campaign within first year.

KISTLER O'BRIEN FIRE PROTECTION ♦ Bethlehem, PA

Marketing Manager 2017 - 2018

- Developed all marketing campaigns + corporate branding, including videos, brochures, fliers, mailers, PowerPoint presentations, vehicle wraps, and digital + print ads. Worked closely with local printers on all print media.
- Chief copywriter for all internal and external communications, including press releases, digital + print advertisements, memos, presentations, and website copy.
- Launched new user-friendly website and developed search engine optimization (SEO) strategy, working closely with web programmer.
- Brought search engine marketing (SEM) in-house, saving over \$15k/year.
- Maintained corporate social media presence, regularly posting content, scheduling paid digital ads, and reviewing analytics to determine ROI.
- Organized a successful 200-person corporate event in 8 weeks with limited budget: booked all reservations *including local theatre, live educational entertainment, and catering*; commissioned engraved awards; created staff PowerPoint presentations; and coordinated vendors for expo.

SUSTAINABLE ENERGY FUND ♦ Allentown, PA

Marketing Manager 2016 - 2017

- Created marketing plan and established new brand identity with a recognizable custom-illustrated logo, color palette, imagery, font set, and style guide.
- Produced annual report, PPT presentations, brochures, advertisements (digital, radio, print), direct mail campaigns, email campaigns, and social media graphics. Wrote copy for all ads, press releases, websites, mailers, and email campaigns.
- Coordinated expos, booked events, purchased promotional materials, and developed new procedures to track expenses and results to determine ROI.
- Built and maintained company website and updated conference website using HTML/CSS. Launched a new contest and web page along with Google Adwords.

ENDORSEMENTS

“An exceptional creative professional, a strong leader, and great team supporter.”

- Sarah Hausknecht, Professor at NCCC and Colleague at The Morning Call

“Excels in both marketing and design while being reliable, flexible, and considerate.”

- Chris Devine, Graphic Designer and Colleague at Adams Outdoor Advertising

“An amazingly gifted illustrator and designer. Her exceptional talent is matched only by her positive attitude.”

- William Childs, Marketing Director at Kitchen Magic and previously Creative Director at The Morning Call

HONORS

GOLD ADDY AWARD

OUT-OF-HOME ♦ 2019

GLV American Advertising Federation

FIRST PLACE & BEST-IN-SHOW

WILD CARD (POSTER) ♦ 2013

PA NewsMedia Association

FIRST PLACE

PUBLICATION ♦ 2013

PA NewsMedia Association

FIRST PLACE

WILD CARD (COVER) ♦ 2013

PA NewsMedia Association

GOLD ADDY AWARD

ILLUSTRATION ♦ 2012

GLV American Advertising Federation

VOLUNTEER EXPERIENCE

Lehigh Career & Technical Institute

Occupational Advisory Committee

Member for 8 years

GLV American Advertising Federation

Member for 10 years

ADDY Committee Member for 7 years

Judge for Northeast PA AFF in 2016

Judge for Albany NY AAF in 2017

West Park Civic Association

Art in the Park Judge in 2014

WORK

SODEXO ♦ Allentown, PA

Design Manager 2014 - 2015

- Developed and managed signature brands, national brands, promotion kits and offers for Sodexo North America.
- Designed posters, social media artwork, logos, instructional booklets, labels, fliers, die-cut pieces, infographics, and customer-facing signage.
- Collaborated with award-winning food photographers and stylists on food and beverage photo shoots.
- Became lead designer for Jazzman's Cafe & Bakery.

THE MORNING CALL ♦ Allentown, PA

Graphic Artist 2010 - 2016

- Designed print + digital ads, posters, mailers, t-shirts, logos, brochures, inserts, and billboards. Illustrated custom artwork for ads, contests, product covers, coloring books, greeting cards, and a weekly advice column.
- Art directed photo shoots for rack product covers and advertorial content.
- Built new brand identities for 15+ businesses in the Lehigh Valley (PA) market.
- Designed live ads for newspaper within tight deadlines.
- Developed promotional materials and established the identity & branding of Go Guide Street (a weekly rack product, distribution: 21,000).
- Awarded 3 First Place and 1 Best-in-Show from PA NewsMedia Association for design work as well as 1 Gold ADDY and 1 Silver ADDY for illustrations.
- Trained and mentored new hires and interns.

CI-GROUP ♦ Whitehouse, NJ

Graphic Designer 2008 - 2010

- Designed invitations, business cards, letterheads, envelopes, postcards, posters, vinyl & retractable banners, greeting cards, brochures, t-shirts, magnets.
- Designed corporate web banners, buttons & login pages for such clients as WWE, MTV, Johnson & Johnson, & TVLand.
- Studio photographed merchandise for web display for over 17 clients, including NBCUniversal, WWE, MTVN, and AMC. Enhanced and retouched digital images for commercial online use.
- Printed mailings as well as Print On Demand. Preflighted and Imposed on a Digital Press (Kodak Nexpress). And researched promotions material.
- Prepped art for outsourced vendors for ESPN, CBS Radio, Comcast Sportsnet, ABC, Moet Hennessey, MTVN-BETN, OMEGA Timepieces, Screenvision, TRUTV, TV Guide, Versus, Verizon, and others.
- Produced quote requests for offset printing, lamination, folding, drilling, die-cutting, etc., and generated purchase orders.
- Worked in Production overseeing and assisting with binding, stitching, printing, trimming, folding, mail processing and UV coating. Also created essential templates and procedural documentation.