

ELIZABETH NICHOLS

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www.enicholsdesign.com

PROFESSIONAL EXPERIENCE

OWNER/DESIGNER, ENICHOLSDESIGN LLC, September 2006–Present

- > Work with clients from conception to completion of desired projects
- > Direct and design integrated marketing and brand campaigns for clients on local and national levels
- > Experience in graphic arts, marketing, branding, web design, print design, mobile design, typography, UI/UX and programming
- > Clients include: Internet Prophets Live, High Style Decor LLC, LeadSpend, Inc. Self-Publishing Book Expo, Capira Technologies LLC, ExcelHelp.com, X-Ray Physicians Ltd, A New Hope Center

Senior Graphic Designer, Newmark Grubb Knight Frank, New York, NY, November 2012–July 2013

- > Develop and implement marketing and brand strategies to reinforce the firm's corporate initiatives
- > Manage the design and coordination of the firm's largest annual corporate trade show presence at 2400 square feet, including large graphic design and video production
- > Responsible for marketing collateral, brochure content and ad slogan development
- > Support landlord and brokerage professionals with sales and marketing collateral (print and web)

Senior Marketing Designer, Media Source Inc, New York, NY, March 2007–November 2012

- > Design and manage in-house marketing initiatives (print and web)
- > Design and manage external promotions and supporting materials for marketing events
- > Handle yearly marketing design budget
- > See sponsor-driven events and tradeshow through 6-month conception and design processes
- > Provide visual support (print and web) for editorial and sales teams

Account Executive, Creative Vibe Advertising, Long Beach, NY, January 2006–March 2007

- > Responsible for local marketing and advertising efforts for several franchisee locations
- > Created promotional materials for in-house marketing initiatives and events, as well as for CVA clients
- > Coordinated all aspects of promotional events, including talent and venue management

SKILLS & QUALIFICATIONS

- > Adobe Creative Suite (Photoshop, Illustrator, InDesign, QuarkXpress), Dreamweaver, Flash, ImageReady, and Acrobat
- > Proficient with Microsoft Office (Word, Excel, PowerPoint), and WordPerfect
- > Experience with CSS/HTML language
- > Knowledge of pre-press techniques
- > Proficient on MAC and PC platform
- > Knowledge of design and layout techniques essential for successful advertisements
- > Demonstrated research and organizational skills necessary for product market design

EDUCATION

- > Hofstra University
BA in Graphic Design, May 2006
- > GPA: 3.918, Dean's List:
Six Semesters
- > Continual in-classroom and online
education web design best
practices

Online portfolio can be seen at
www.enicholsdesign.com

