



Marketing Manager, Graphic Designer, Copywriter • Portfolio: theartofniche.carbonmade.com • www.linkedin.com/in/theartofniche/

EDUCATION & TRAINING

EAST STROUDSBURG UNIVERSITY 2002 - 2006, East Stroudsburg, PA
BA, Art & Design • Magna Cum Laude, 3.7, Major GPA 3.9
Art Association Scholarship, Honors Program, Stroud Courier, Drama

BARNSTONE STUDIOS, DRAWING I 2011, Coplay, PA
Traditional art education at an award-winning academy of drawing and design with Myron Barnstone.

AWARDS & HONORS

FIRST PLACE & BEST IN SHOW
2013 PA Newsmedia Association
Wild Card: "Mayfair Poster"

FIRST PLACE
2013 PA Newsmedia Association
Publication: "Go Street Product"

FIRST PLACE
2013 PA Newsmedia Association
Wild Card: "Garden of Eatin' Mix Cover"

GOLD ADDY AWARD
2012 American Advertising Federation
Illustration: "Eat Your Heart Out Mix Cover"

SKILLS & INTERESTS

EXPERT

Adobe CC 2018 InDesign, Photoshop, Illustrator, Premiere Pro, Lightroom
Microsoft Office 2016: Word, PowerPoint, Excel, Outlook, OneNote
Social Media Platforms: Twitter, Google+, Facebook, Instagram, LinkedIn, YouTube

INTERESTS

Fine Arts, Photography, Psychology, Sociology, Ecology, Biology, Education, Neuroscience, Environment, Mythology, Crafting, Event-Planning, Literature, Research & Creative Writing

TESTIMONIALS



"Nichole is an exceptional creative professional, a strong leader, and great team supporter whom I would recommend for any position."

SARAH HAUSKNECHT
Adjunct Professor, Northampton Community College
sterner.design@gmail.com
610.657.6844



"Nichole is one of the most talented designers I know. I am constantly inspired by her creativity and dedication to her craft."

TANYA WELLINGTON
Senior Graphic Designer, ArtSkills
tanya.delucas@gmail.com
484.241.1195



"Nichole excels in both marketing and design while being reliable, flexible and considerate. I would recommend her for any position."

CHRIS DEVINE
Graphic Designer, Adams Outdoor Advertising
c.devine@gmail.com
610.703.3925

WORK EXPERIENCE

KISTLER O'BRIEN FIRE PROTECTION (KOB)

Marketing Manager • May 2017 - Present, Bethlehem, PA

- Developed, managed & deployed marketing campaigns & corporate branding
- Managed search engine optimization and marketing (SEO & SEM)
- Developed strategy and maintained corporate social media presence
- Developed digital and print media & content (videos, brochures, press releases, fliers, mailers, PPT presentations, advertisements, etc.)
- Wrote copy for internal communications & all marketing materials
- Developed and managed new website (www.kobfire.com)

SUSTAINABLE ENERGY FUND (SEF)

Marketing Manager • Jul 2016 - Apr 2017, Allentown, PA

- Created & managed marketing strategy & materials
- Re-branded identity: new logo, color palette, style guide, imagery, font set
- Built & maintained SEF website, updated Energypath conference website
- Produced annual report, PPT presentations, brochures, advertisements, direct mail campaigns, email campaigns, social media graphics, etc.
- Wrote press releases, ad copy, brochure copy, site copy, email & mailer copy
- Managed conferences and events: purchased promotional material, coordinated expos, booked events and tracked cost & effectiveness
- Created social media plan: developed & coordinated materials, wrote copy
- Analyzed reports and data on email campaigns, web site, and social media

THE MORNING CALL (TMC)

Senior Advertising & Marketing Artist • 2010 - 2016, Allentown, PA

- Advertising design for Media Arts Group (in-house agency): Created custom illustrations & copywriting; Rebranded over 15 businesses in the Lehigh Valley market; Created billboards, print & online ads, posters, mailers, t-shirts, logos, brochures, inserts, etc.; Built live ads for newspaper within tight deadlines
- Marketing design for The Morning Call: Developed TMC promotional materials, established identity & branding of Go Guide Street (weekly rack product, distribution: 21,000); Illustrated custom artwork for ads, contests, product covers, coloring books, greeting cards, etc.; Art directed photo shoots for rack product covers & inside advertorial content; Trained interns and new hires

COMMUNITY INVOLVEMENT

Occupational Advisory Committee Member for
Lehigh Career & Technical Institute, 2013 - Present
Greater Lehigh Valley American Advertising Federation (AAF)
Member, 2010 - Present
AAF ADDY Awards Committee Member, 2010 - 2017
AAF ADDY Awards Judge for Albany, Ny, 2017
AAF ADDY Awards Judge for Northeast PA, 2016
Art in the Park Judge for West Park Civic Association, 2014
Ice Cream Wars 6.0 Volunteer for Da Vinci Science Center, 2014
Renovation Volunteer for Bethlehem Historical Society, 2013