

ELIZABETH NICHOLS

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PROFESSIONAL EXPERIENCE

Senior Marketing Designer & Coordinator, Media Source Inc, Manhattan, NY, March 2007–Present

- > Design and manage in-house marketing initiatives (print and web)
- > Design and manage external promotions and supporting materials for marketing events
- > See sponsor-driven events and tradeshow through 3-month conception and management processes
- > Provide visual support (print and web) for editorial and sales teams

Freelance Graphic Artist, September 2006–Present

- > Work with clients from conception to completion of desired projects
- > Offer personal creative insight, as well as heed to client's preferences
- > Clients include: High Style Decor LLC, Self-Publishing Book Expo, Inner-Light Publications, ExcelHelp.com, X-Ray Physicians Ltd, Highmount Capital LLC, A New Hope Center

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 Creative Vibe Advertising clients
- > Coordinated all aspects of promotional events, including talent and venue management

Customer Care, Verizon Wireless, Hicksville, NY, January 2006–March 2007

- > Audited paperwork for best practices of sales force
- > Assisted customers with billing inquiries and helped sales team on store floor
- > Assisted with all operational policies, including banking procedures

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 education of HTML and web design best practices

■ Online portfolio can be seen at www.enicholsdesign.com