

Nicole Francisco

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EDUCATION

George Mason University, Fairfax, VA **Bachelor of Arts:** Graphic Design

TECHNICAL COMPETENCIES

- Portfolio: www.nicolefrancisco.com (due to client privacy, some art must be shared via email and cannot be posted on a public portfolio)
 - Adobe Creative Suite: Photoshop, Illustrator, and InDesign
 - Photography: Canon 60D
 - Web Design & Social Media: Cvent, HTML/CSS, WordPress; Facebook, Twitter, LinkedIn, Instagram, Hootsuite
 - Microsoft Office: Word, Outlook, Excel, and PowerPoint
 - Analytics, Copywriting, and Brand Development
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PROFESSIONAL EXPERIENCE

GRAPHIC ARTIST

2017 – Present

Armed Forces Services Corporation/Magellan Federal

- Develop and maintain brands and brand identities for many military and veteran owned organizations
- Creation, development, and formatting of government proposals and Employee Assistance Program collateral
- Conceptualization and design of display art and marketing materials for national conventions
- Lead creative team member for event management and company-wide trainings

CREATIVE MANAGER

2015 – 2017

Saffire Vapor, Inc.

- Responsible for conceptualization and execution of artwork for in-store campaigns, product packaging, and marketing at 23 retail locations
- Design lead for event marketing and an annual partnership with the Nashville Predators and Bridgestone Arena
- Contributed to the growth of the company in overall expansion, opening 13 new retail locations
- Managed junior designers and social media team, and oversaw website/mobile app maintenance and online sales
- Development, design, and branding of national wholesale marketing collateral
- Design of marketing collateral with North Carolina partner Kure Vaporium, for implementation in their 11 stores

GRAPHIC DESIGNER

2013 – 2017

RealNetworks, Inc.

- Collaboration with Verizon Wireless on their ringtone service reaching 3 million monthly subscribers
- Creation and completion of multiple projects with weekly deadlines
- Direct communication with multiple record labels and clients such as Country Music Television (CMT) and the National Football League (NFL), and creation of weekly features for popular artists

GRAPHIC DESIGNER

2014 – 2015

A2 Advertising

- Development of grocery store ads, carrying 60,000 – 100,000 weekly impressions
- Turnaround of multiple intensive projects on weekly basis to meet deadlines
- Lead designer on rebranding projects for regional ads with distribution to both homes and stores
- Support of team members on deadlines and extra projects

MARKETING INTERN

2011

Live Nation Entertainment

- Daily management of D.C. area social media presence
 - Creation of event flyers and digital banners (including animated GIFs) to promote upcoming shows
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ENTREPRENEURSHIP & LEADERSHIP

FREELANCE ARTIST

- Branding, promotional material, and logo design for organizations such as the American Pilots' Association