

Nicole Francisco

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EDUCATION

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

TECHNICAL COMPETENCIES

- Portfolio: www.nicolefrancisco.com
- Adobe Creative Suite: Photoshop, Illustrator, and InDesign
- Computers: PC and Mac
- Web Development: HTML, CSS, WordPress, and Bootstrap
- Microsoft Office: Word, Outlook, Excel, and PowerPoint
- Social Media Platforms: Facebook, Instagram, Twitter, and Hootsuite
- Analytics, Copywriting, and Brand Development

PROFESSIONAL EXPERIENCE

CREATIVE MANAGER

Saffire Vapor, Inc.

*2015 – Present
Nashville, TN*

- Responsible for conceptualization and execution of artwork for in-store campaigns, product packaging, and marketing at 22 retail locations
- Design lead for event marketing and the “SV Lounge”, an annual partnership with the Nashville Predators and Bridgestone Arena
- Contribution to the growth of the company in overall expansion, and opening 12 new retail locations
- Leads junior designers and social media team, and oversees website/mobile app maintenance and online sales
- Development and design of national wholesale marketing collateral
- Responsible for rebranding of best-selling flavors for wholesale branch launch

GRAPHIC DESIGNER

RealNetworks, Inc.

*2013 – 2017
Reston, VA*

- 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
- Development of user interface (UI) designs for mobile applications

GRAPHIC DESIGNER

A2 Advertising

*2014 – 2015
Goodlettsville, TN*

- 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

Live Nation Entertainment

*2011
Bristow, VA*

- Daily management of D.C. area social media presence, including holding various weekly contests to increase fan participation and interest
- Creation of event flyers and digital banners (including animated GIFs) to promote upcoming shows

ENTREPRENEURSHIP & LEADERSHIP

FREELANCE ARTIST

- Partnership with the American Pilots’ Association to design promotional material for conventions
- Creation and maintenance of Wordpress-based web pages