

NICOLE CAVANAUGH

NICAVADESIGNS.COM

6030 N. Sheridan #413 • Chicago, Illinois 60660 • (773) 430-0212 • nmcavanaugh@gmail.com

GRAPHIC DESIGNER

Packaging / Branding / Marketing

Talented, results-producing Graphic Designer with a proven record of accomplishment in conceptualizing, creating, planning and executing comprehensive design packages in support of business goals and objectives. Expertise in directing the creation of design and marketing tools and steering the execution of design and marketing programs. Demonstrated success driving development in targeted markets through implementation of design and marketing suggestions. Solid leadership skills; able to build and guide top-performing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall design and marketing efforts.

PROFESSIONAL EXPERIENCE

EPSTEIN, 2006 – Present

Marketing Coordinator

Part of a 2 person marketing team responsible for the marketing strategy and implementation for a 200+ full service Architecture, Engineering and Construction firm with offices in the US and Europe. Conceptualize and create all printed graphic material in efforts to grow revenue and gain clients in the US and abroad. Coordinate and organize internal and subcontracted teams to produce proposal submittals for local, national, global, public and private agencies to win multi-million dollar A/E/C contracts. Responsible for the implementation of new marketing & sales ideas/initiatives with Board Members and Department Heads. Work directly with partners and vendors to activate specific advertising/marketing directives in each A/E/C market.

Selected Contributions:

- ✓ Create dynamic graphics and printed materials to increase market visibility and service sales
- ✓ Responsible for the production of all sales and marketing collateral
- ✓ Coordinated multiple successful multi-million dollar proposal submittals to secure contracts to increase revenue
- ✓ Organize and integrate multi-company/multi-department teams to create dynamic and successful A/E/C proposal submittals
- ✓ Negotiate contracts with partners and subcontractors
- ✓ Successfully produced awarded proposal submittals

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Professional Experience Continued

Freelance Graphic Designer

NICAVA Designs – Chicago, IL (2004 – 2009)

Created and implemented successful graphic design business in the Chicago metro area. Responsible for all graphically produced material from conception to production. Established relationships with local performers and theater companies to increase visibility and ticket sales. Worked in multiple mediums to create custom packages, including screen printing and letterpress.

Selected Contributions:

- ✓ Conceptualized and created successful wedding packages
- ✓ Designed and produced marketing materials for local businesses and performers to increase market visibility and sales.
- ✓ Successfully launched Graphic Design business

Marketing Assistant

Baker Knapp & Tubbs (Kohler Company) – Chicago, IL (2005 -2006)

Oversaw the day-to-day operations of the marketing & visual displays departments. Coordinated production on collateral material (media kits, brochures, etc). Organized and implemented graphic sales materials to major publications including Interior Design Magazine and Elle Décor. Directly assisted the director of marketing and visual displays. Responsible for the production of budget reports for the marketing department to report department revenue to Kohler.

Selected Contribution:

- ✓ Coordinated graphic advertisements to major national publications to increase sales
- ✓ Afforded companies' ownership with measurable success, reliable leadership and dedication

**EDUCATION, ADDITIONAL
RELEVANT EXPERIENCE**

**University of Iowa • Iowa City, IA – 2004
Bachelor of Fine Arts Degree, Graphic Design**

Excellent Design Skills including Typography and Color Theory
Adobe CS3 (Illustrator, Photoshop & InDesign) QuarkXpress, Dreamweaver, PowerPoint, Word, Excel -
PC & MAC
Public Speaking Experience
Extensive Travel Abroad in Spain

References, portfolio samples and additional information available upon request