

# Nicole DeAmorin

Graphic Designer

## Personal Information

📞 973.943.5552

✉ NDeAmorin26@gmail.com

🌐 NicoleDeAmorin.com

## Tech Skills

InDesign



Illustrator



Photoshop



Acrobat



Printing/Fiery



## Design Skills

Print Design

Layout

Color Theory

Typography

Logo

Digital Marketing

## Soft Skills

Communication

Creativity

Time Management

Leadership

Collaboration

Problem Solving

Planning

Dynamic and versatile graphic designer with a passion for translating client visions into captivating visual experiences. Has over 9 years experience. Proficient in creating a wide range of marketing materials, from business cards to brochures, and adept at preparing designs for printing. Demonstrates strong attention to detail and a commitment to delivering exceptional results that meet and exceed client expectations.

## Experience

2018-2022 **Lead Graphic Designer**  
Minuteman Press

- Proficient in understanding and addressing client needs to translate their visions into captivating visual designs that exceed expectations.
- Designs EDDMs (Every Door Direct Mail) for client postcard mailings, ensuring impactful visual communication and effective message delivery.
- Utilizes variable data for efficient processing of mailing carbon-less forms, envelopes, and related materials, ensuring swift execution and customization tailored to specific client needs.
- Designs invitations for bar mitzvahs, wedding, birthdays, etc. including RSVPs & envelopes.
- Designs seasonal calendars tailored for holiday promotions and events, ensuring timely delivery and alignment with brand messaging and aesthetics.
- Meets the diverse needs of startup and established clients by creating essential branding materials such as business cards, letterheads, pads, brochures, rack cards, and more, fostering a cohesive and professional brand identity across all touchpoints. Designed logos for clients.
- Skillfully retouches and recolors photos to meet client specifications, enhancing visual appeal and ensuring the highest quality output for projects.
- Prepares various materials for printing, including business cards, booklets, and flyers.
- Ensures accurate setup of print jobs with appropriate bleeds and margins for optimal printing quality.

2018 **Graphic Designer/Digital Marketing Manager**  
Any Excuse For a Party

- Created eye-catching flyers for promotional campaigns, effectively conveying key messages and enticing target audiences.
- Developed a unique and memorable artwork logo for a special event, capturing the essence and theme of the occasion with creativity and precision.
- Managed the uploading of photos and videos to various social media platforms, ensuring timely and engaging content delivery to the target audience.
- Engage with clients via social media platforms to address inquiries, provide assistance, and foster positive relationships.
- Edit videos and photos to create compelling promotional content, enhancing visual appeal and effectively conveying key messages to target audiences.
- Work closely with clients to grasp their artistic vision, ensuring smooth communication and alignment throughout the design process.
- executed market strategies for social media platform expansion.

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## Experience

2015-  
2020

Co-owner/Graphic Designer/ Digital Marketing Manager  
Fine Geek Jewelry

- Conceptualize and sketch jewelry designs, bringing creative ideas to life through detailed drawings and renderings.
- Engage with customers to facilitate customization and address their unique needs, ensuring a personalized and satisfactory experience.
- Manage and execute digital marketing strategies across platforms including Facebook, Pinterest, and Instagram, driving engagement and brand awareness.
- Develop and oversee catalog items and boards for trade shows, ensuring effective presentation and representation of products or services.
- Provide exceptional customer service at convention shows, ensuring positive interactions and fostering relationships with attendees.
- Manage and oversee the design process, from conception to final approval, ensuring adherence to client specifications and project timelines.
- Manage and oversee sales platforms to drive revenue and optimize performance.

2017-  
2018

Graphic Designer/Digital Marketing Manager  
Postnet

- Created business cards, brochures, flyers, and other marketing collateral to meet client needs and enhance brand visibility.
- Transformed low-resolution images into high-quality vector graphics, ensuring crisp and scalable visuals for various design projects.
- Curated calendar events for social media platforms to enhance engagement and foster community interaction.
- Developed and deployed email blasts using Constant Contact to effectively market to our client base.
- Engaged in one-on-one interactions with potential clients to manage the marketing aspect effectively.

## Education

Montclair State University, Montclair, NJ

Graduated with a Bachelors degree in Art: With a Concentration of Studio Major

## Certification

Fundamentals of Digital Marketing