

Nichole Herrmann

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Skills

Photoshop	After Effects	Word	Wordpress	Branding	Packaging
Illustrator	PremierePro	Excel	HTML/CSS	Logo Design	Typography
InDesign	InVision	Web Design	Buffer	Handlettering	Layout Design

Certifications

Certified Search Marketing Specialist • Certified Analytics & Data Specialist • Certified Content Marketing Specialist • Certified Email Marketing Specialist • Certified Customer Acquisition Specialist • Certified Customer Value Optimization Specialist • Certified Ecommerce Marketing Specialist

Experience

Graphic Designer

SENSR Monitoring Technologies - February 2018-Present

Create, design, and implement quality graphics while adhering to brand specifications

Create fillers, flyers, and media kits for other departments

Increased presence across social media.

Weekly and monthly reporting on campaign performance

Marketing Director

WeCloseNotes.Com - August 2016-January 2018

Increased presence across social media and video platforms.

Designed branding and logo for Social Media Day Austin.

Steadily increased event attendance for three virtual events.

Designed 'Smile' campaign to increase attendance.

Production of daily podcast video and branding.

Student Mentor

Art Institute of Austin - May 2015-June 2016

Successfully campaigned fifteen student events via print and social media.

Increased turnout rate for student events.

Business Development Intern

Transmission Events Austin - January 2016-June 2016

Assisted Client Services and Account Coordinating with promoting events through print and social media.

Designed web decks for SXSW, Lonestar Heritage Festival, and Quesoff.

Created and designed print and social media for Quesoff and Lonestar Heritage Festival.

Communications Coordinator

St. Philip's United Methodist Church - May 2014-May 2015

Logo creation for children's school.

Increased attendance rate for weekly events and youth groups by campaigning events across social media.

Graphic Designer/Event Coordinator

Central Texas Safari Club - January 2013- March 2014

Designing/redesigning promotional items for three major charity events.

Creation of advertising in hunting magazines and catalog layout.

Event planning through ticket sales and negotiation with vendors.

Education

Art Institute of Austin

Bachelor's Graphic & Web Design

Graduate 2016

Texas State Technical College- Waco

AAS Advertising, Design, & Print

Graduate 2011