

NICOLE MONTECILLO



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Graphic Designer & Content Creator with over 3 years of experience in managing social media accounts & creating media that effectively tells stories, fosters community engagement & shares valuable resources. Proven ability to collaborate with teams, oversee responsibilities, & manage scheduling to ensure project success.

TECHNICAL SKILLS

Design Specialities

Social Media Graphics
Dynamic Typography
Logo Design
Layout Design
Presentation Design

Adobe

Photoshop
Illustrator
InDesign
Lightroom
Premiere Pro

Online Tools

Canva
Trello
Basecamp
Google Slides
Later

IT/General

Windows
MacOS
Microsoft Office
GIMP
Krita

EXPERIENCE

Media & Communications Specialist

August 2022 – May 2023

Associated Students Inc. of CSU San Marcos (San Marcos, CA)

- Successfully managed & executed 15 high-impact projects, delivering cohesive branding across social media platforms, print flyers, & posters, which enhanced overall brand visibility & consistency.
- Reduced design turnaround time by 20% by implementing efficient workflows and leveraging advanced design tools.
- Delivered over 100 high-quality images for campaigns, enhancing brand storytelling & visual identity.

Social Media Coordinator

November 2021 - February 2022

Gofynder (Carlsbad, CA - Remote)

- Created 50 original designs that streamlined social media workflow & enhanced brand consistency, making content production more efficient.
- Collaborated with the CEO to refine social media efforts, leading to more effective audience engagement.
- Created a strategic 30-day posting schedule that ensured consistent brand messaging across all social media platforms.

Branding Team Manager & Graphic Designer

July 2020 - September 2021

New Moon Films (Los Angeles, CA - Remote)

- Led 10+ weekly Zoom meetings, assigned tasks, & on boarded 10+ new members.
- Partnered with 6+ major organizations, including St. Jude Hospital & Fortnite, on various projects.
- Designed 15+ content pieces for New Moon's & sponsors' social media accounts.

Graphic Design, Content Creator, Photographer

August 2018 - December 2018

ChickTech Orange County (Irvine, CA)

- Created 15+ designs for events & workshops supporting women & girls in technology.
- Scheduled 10+ social media posts for Facebook, Twitter, & Instagram using Hootsuite.
- Captured 50+ images of members during meetings & events for social media use.

EDUCATION

B.A. Graphic Design & Media – CSU San Marcos (San Marcos, CA)

- Graduated May 2023 with a 3.0 GPA
- Honors & Awards: Dean's List for Fall 2021, Spring 2022, & Fall 2022 Semesters
- President of The Contemporary Arts Association - TCAA August 2022 to May 2023