



nicole madsen

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Education

California Polytechnic State University, San Luis Obispo

Expected June 2017

Bachelor of Science, Graphic Communication

Web and Digital Media Concentration

Major GPA: 3.6 | Deans List: 2 Quarters

Universidad de Sevilla, Spain – Semester Study Abroad Program

Fall 2015

Coursework in Spanish language, culture, architecture, and painting

Traveled and photographed in 2 continents, 9 countries, and 19 cities

Relevant Experience

Design Related Projects | Cal Poly | Sept 2013 – Present

- Redesigned Coca-Cola packaging label - was chosen 1 of 3 out of the class to be printed on flexography printing press
- Designed and printed "Thank You" stickers, Christmas cards, and calendars using Adobe software
- Designed multiple shirts for: St. Patrick's Day, study abroad group, and Alpha Phi sorority

Freelance – Channel Steps | Feb 2016 – Present

- Designed logo and business cards for Channel Steps employees
- In process of designing and coding website for company using HTML and CSS

Social Media | Sept 2009 – Present

- Frequently post my photos and thoughts on world events, fashion, and travel to multiple followers
- Photography chosen "Today's BRANDY CANDY!" and featured on Brandy Melville's Instagram account with over 24K likes

BAND – Marketing Ambassador | Cal Poly | Oct 2014 – Dec 2014

- Developed and implemented three month social media campaign to introduce the new BAND mobile app to Cal Poly students
- Promoted the BAND app by speaking to eight different student school affiliated clubs

Employment

Hollister & Co. | San Jose, California | Summer 2014

- Consultative retail sales for So Cal lifestyle inspired clothing for teens and young adults
- Performed retail operational duties such as in-store marketing, product placement, opening, closing, welcomed and informed customers of promotions

Nordstrom Fashion Board | San Jose, California | June 2011 – May 2013

- Selected to be a member of Nordstrom's Fashion Board
- Advised Nordstrom management about latest clothing and accessory trends for teens/young adults
- Modeled clothing in three fashion shows to show off new designer styles
- Delivery of exceptional customer service led to development of loyal clientele

Involvement

Alpha Phi Sorority | Cal Poly | Sept 2013 – April 2015

- Participated in philanthropy events for the Alpha Phi Foundation benefiting women's heart health education and research
- Developed skills in interviewing potential Alpha Phi members – interviewed over 60 girls

Technical Skills

Adobe

InDesign

Illustrator

Photoshop

Microsoft

Word

Excel

PowerPoint

Social Media

Facebook

Instagram

Twitter

Other

HTML/CSS

Photography

Typography