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## PORTFOLIO

[nicole-jaeckel.is/awesome](http://nicole-jaeckel.is/awesome)

## QUALIFICATIONS

5 years professional graphic design / marketing experience  
Dependable and flexible while managing numerous tasks on a daily basis  
Effective interpersonal skills and positive work ethic  
Highly self-motivated and excellent time management skills

### Computer Skills:

graphic design, layout design, web design, photo editing,  
HTML & CSS, video & sound editing

### Programs:

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Final Cut

## EDUCATION

Bachelor of Arts - Mass Communication  
Emphasis in Advertising and Photography  
University of Wisconsin - Eau Claire

A.A.S. - Graphic Design & Web Design  
Minneapolis Community & Technical College

## PROFESSIONAL EXPERIENCE

### **Freelancer, Minneapolis, MN**

#### **Graphic Designer (2009 - Present)**

Print Design, Web Design, Logo Design, Business Card Design, Photography, HTML

- Cara Irish Pubs - (Cooper Irish Pub, The Old Pub)
- A Rotta Love Plus
- Alysha Hop (Salon LaTerre)

### **Modern Survey, Minneapolis, MN**

#### **Associate Marketing Coordinator (2011 - 2012)**

Increased online presence and visibility by 44%  
Introduced and developed a social media strategy  
Improved brand identity by consolidating disparate print and digital templates  
Organized conferences and roundtables to promote Modern Survey as a credible thought leader in the industry  
Developed engaging artwork for conference presentations

### **Xiotech Corporation, Eden Prairie, MN**

#### **Sales Development Representative (2008 - 2009)**

Brought in new business by exceeding quotas each month  
Promoted company awareness through organizing lunch and learn events  
Responsible for sales development in 5 states

### **JobDig Help Wanted Newspaper, Eden Prairie, MN**

#### **Advertising Account Executive (2007 - 2008)**

Provided recommendations to businesses regarding their help wanted advertising  
Provided quotes to existing and potential customers  
Worked with production to create visually appealing and effective advertisements  
Developed relationships with new and pre-existing customers

## ACTIVITIES & INVOLVEMENT

**AIGA** - Member (2012), **ARLP** - Volunteer Graphic Design (2011 - Present),  
**Habitat for Humanity** - Volunteer (2007 & 2011), **American Cancer Society** - Volunteer  
(2009), **March of Dimes** - Volunteer (2008 - Present)

*References available upon request*