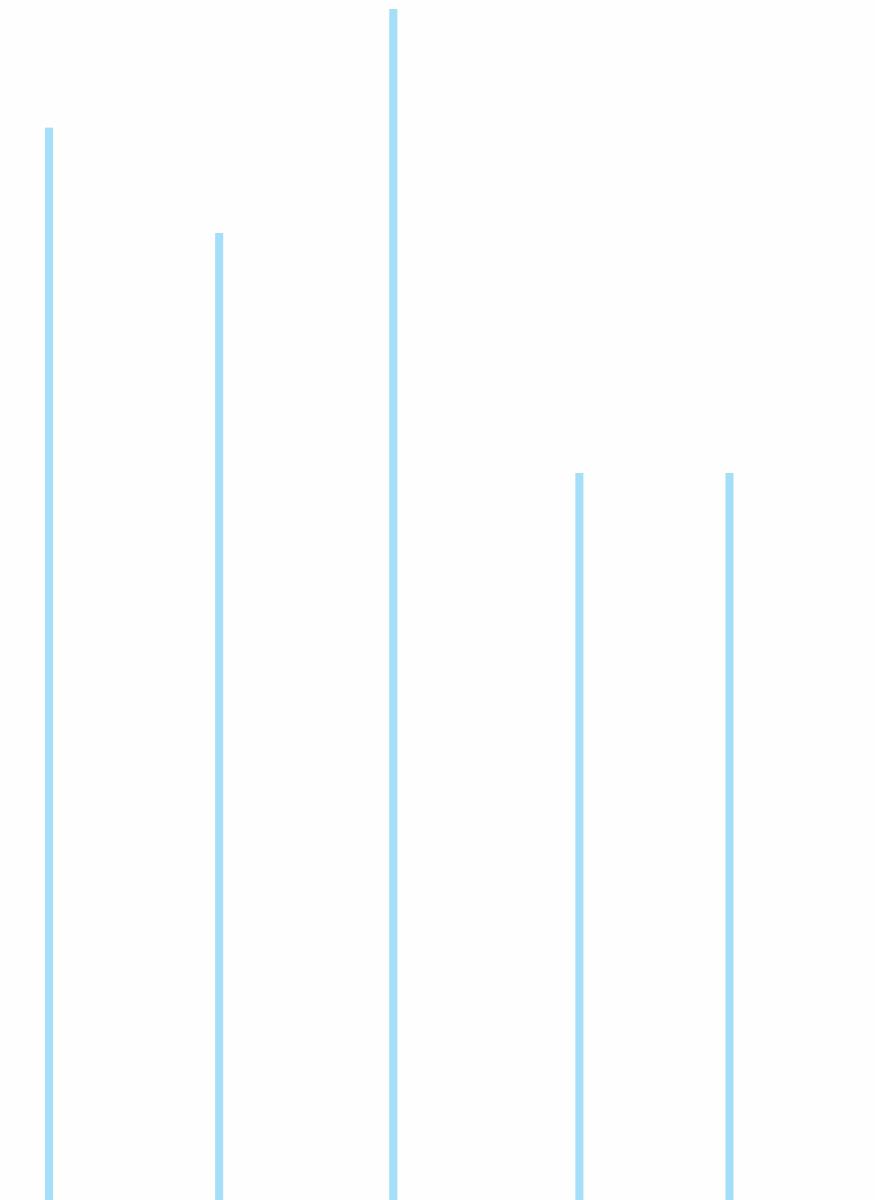


PORTFOLIO

NIKO YAITANES





Hi, I'm Niko.

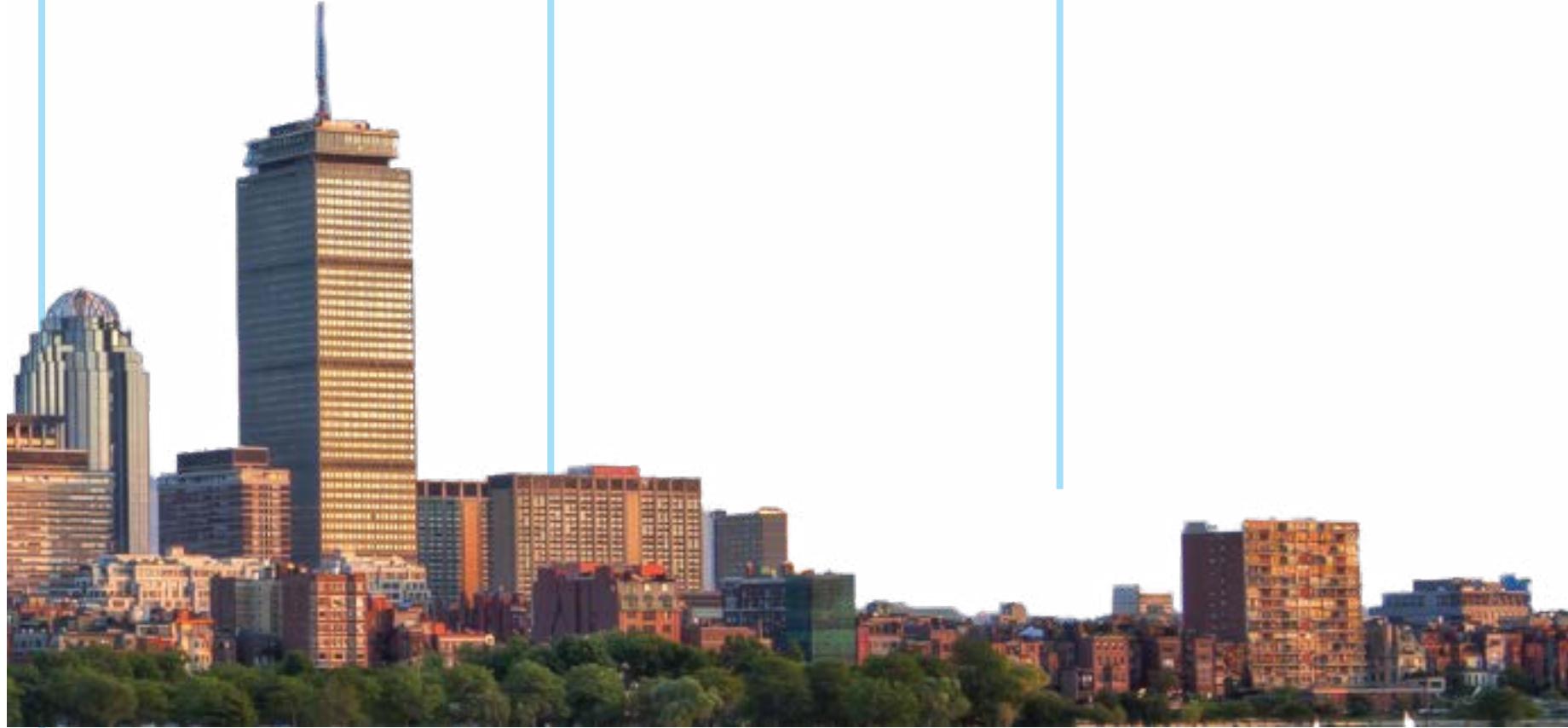


Hi, I'm Niko. I am a designer and marketer with a knack for new media and all things caffiene. I am a graduate of Boston University with a Bachelor of Science in Mass Communication and a concentration in Cinema and Media studies.

My training includes digital marketing, graphic design and entertainment management. I am an expert in Adobe Creative Suite and try to incorporate it into most projects I work on.

I tend to thrive in roles where I can wear many hats: from designing, to conceptualizing, to producing.

Pleasee refer to the following pages for references of my work throughout the past few years.



My Experience

I started working at Harvard Magazine in the fall of 2020. As a Multimedia Producer, I wear many hats, from graphic design, to podcast production, to social and email content distribution. Working with the Creative Marketing Director and the Art Director, I enhanced competencies in print and graphic design, emerging media, and the publishing processes and workflow.

Some of my art designs and photographs ran in the print edition of the magazine, with a bimonthly circulation of over 260k readers. Some of the top performing online stories of the past few years were articles that included my original art/montage/ photo illustrations.

Social Media Promotion and Strategy: During a period of short-staffedness, I took on responsibilities for social promotion and planning in the hiring interim and increased web traffic YTD by 300%.

Original Montages/ Illustrations for Editorial

Please review the following original art. Click on any caption to view the accompanying article online.



[From the article, "Critique and Joy," by Elisa New, ran online and in print for the September-October 2021 issue](#)



[From the article, "Contending with Long COVID"](#)



From the article, "[Epstein-Barr Virus Implicated as Cause of Multiple Sclerosis](#)" (this was the top performing article of 2022)



From the article, "[Academic Workers Rally for Union Recognition](#)"



From the article, "[Best Diets for Healthy Aging](#)"



From the article, "[The Supreme Court Affirmative Action Rulings: An Analysis](#)" (top performing article of July 2023)



From the article, "[Diagnosing the Skills Gap](#)"

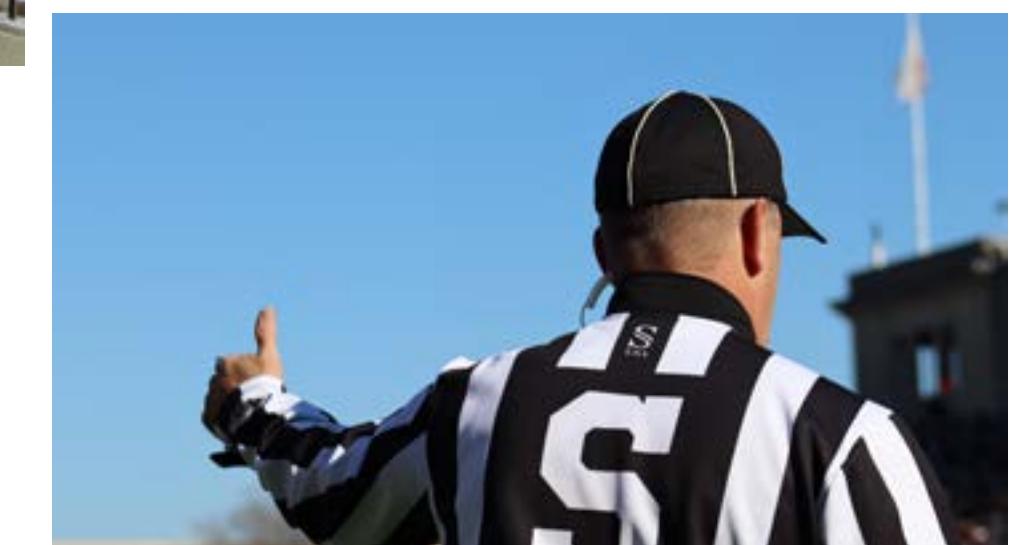
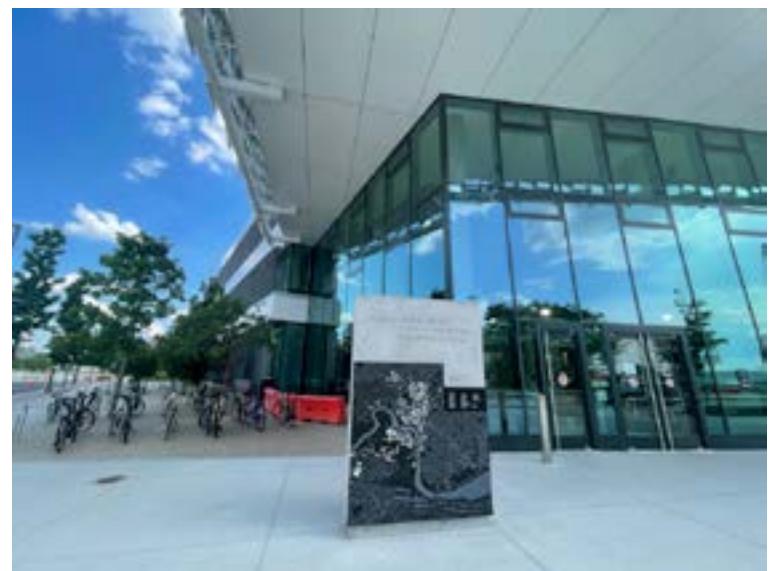


From the article, "[The 'Talking Feds' Podcast](#)"

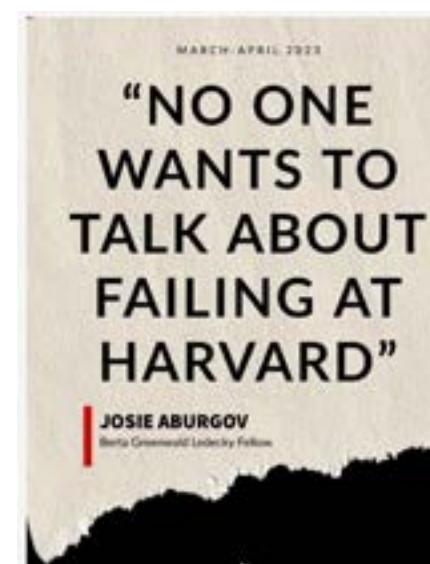
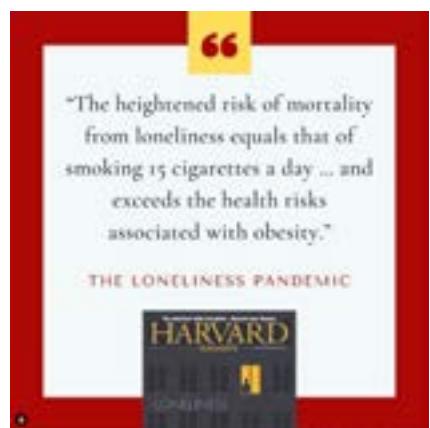
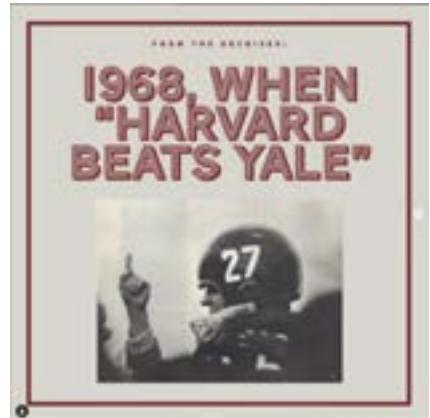
Editorial Photography



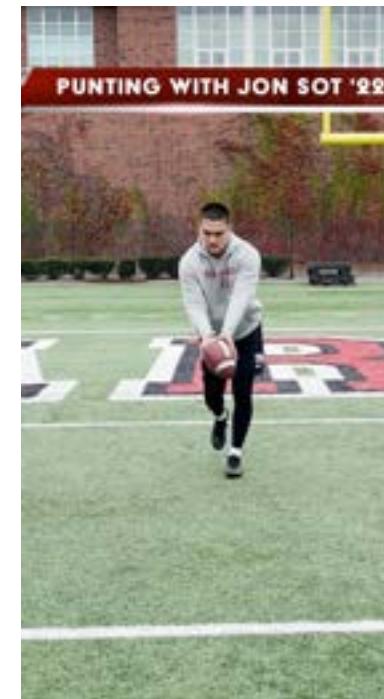
Editorial Photography



Social Media Design



Social Videography and Production



[Link](#)



[Link](#)



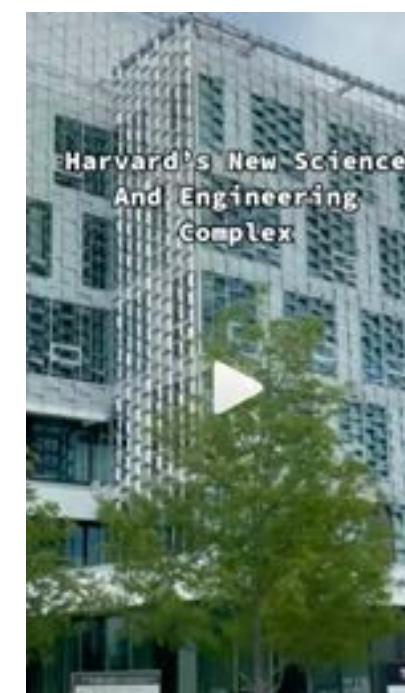
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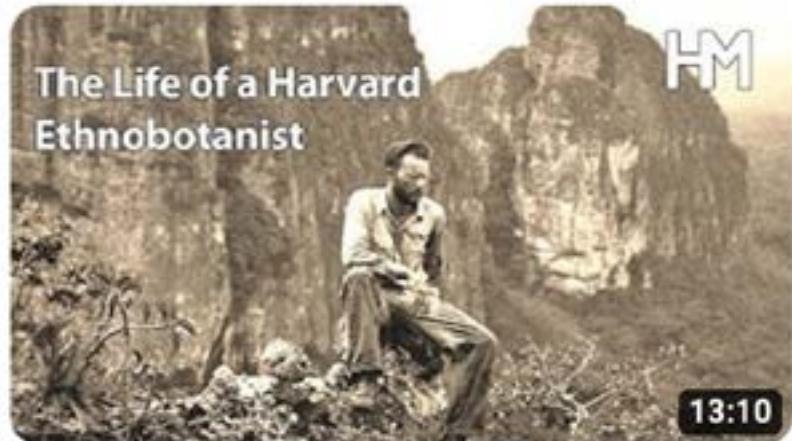


[Link](#)



[Link](#)

Editorial Video Examples:



[The Life of a Harvard Ethnobotanist](#)



[Seeing Allston Whole](#)

FEATURES

Richard Evans Schultes

Brief life of a pioneering ethnobotanist and conservationist: 1915-2001

by MARK J. PLOTKIN

JULY-AUGUST 2022



[Accompanying article](#)

ALLSTON CAMPUS

Seeing Allston Whole

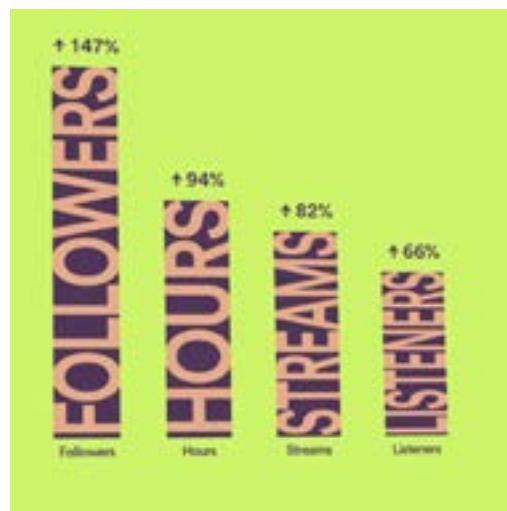
by JULIET ISSELBACHER

12.16.21



[Accompanying article](#)

Podcast/Audio Production



I inherited the “Ask a Harvard Professor” podcast from season 3 onwards. Season 4 was I was the sole producer. Podcast production involved: acquiring art, recording the episode, editing the episode, ordering a transcript, editing the transcript, and formatting for SEO. Season 3 was filmed entirely remotely, and it was a welcomed challenge to make each guest sound like they were speaking from the same room and accounting for the different acoustics in each room.

When I inherited the podcast at the end of Season Two, I noticed that the website embed was using Simplecast, our hosting platform. I suggested we swap it to Spotify, which increased our Spotify streams, and contributed to a boost in the algorithm.

The following episodes are my two favorite podcast episodes:



[Rudolph Tanzi: What Can People Do To Maintain Brain Health As They Age?](#)



[Jeannie Suk Gersen: Do Elite Colleges Discriminate Against Asian Americans?](#)

Print and Email Marketing

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Dispatches from Dick Friedman, weekly in season

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Harvard stories from around the web, weekly

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HARVARD IN THE HEADLINES: Harvard stories from around the web, weekly

HARVARD SQUARED: Museums, restaurants, day trips, and more, bimonthly

FOOTBALL: Dispatches from Dick Friedman, weekly in season

CLASSIFIEDS: Travel, real estate, personals, and books, bimonthly

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Harvard Magazine brings you continuous coverage of University and alumni news online. Visit harvardmagazine.com to find these web-only stories and more:



"The Grandfather of Black Basketball"
Launching the Salata Institute, Harvard's center for work on climate change
harvardmag.com/celebrate-salata-22



Secrets of Longevity: New Evidence from Rockfish
Dumbarton Oaks focuses on "plant humanities" as humans affect the
harvardmag.com/plant-human-22



The State of Unions
Harvard-Kiddle Orchestra alumni honor James Yannatos, their late conductor and music director.
harvardmag.com/honor-yannatos-22



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HARVARD MAGAZINE

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Michelle Yeoh's Three Tips for Success

By Nancy Kathryn Walecki

Oscar-winning actress offers advice in Harvard Law School Class Day address.

"This [graduation] moment conjures up the exciting image of a high diver poised to leap into the void... and I happen to have some experience leaping off high places into scary voids."

[Read the Article](#)



Open rates increased
+5-20%

Clicks increased
+20x

I started working at Boston University CADER as a Research Assistant my sophomore year of college. As a Research Assistant, I conducted qualitative analysis, contact and lead research, and ran monthly progress reports tracking learner progress.

As I continued my college career and gained more career experience, the staff was happy to incorporate my new experience into the position. I eventually got promoted to a marketing coordinator for CADER and a marketing manager for the Professional Education Programs (a subdivision of CADER).

For both CADER and PEP, my main goal was to increase user engagement on all marketing platforms and to upgrade the designs prioritizing mobile responsiveness.

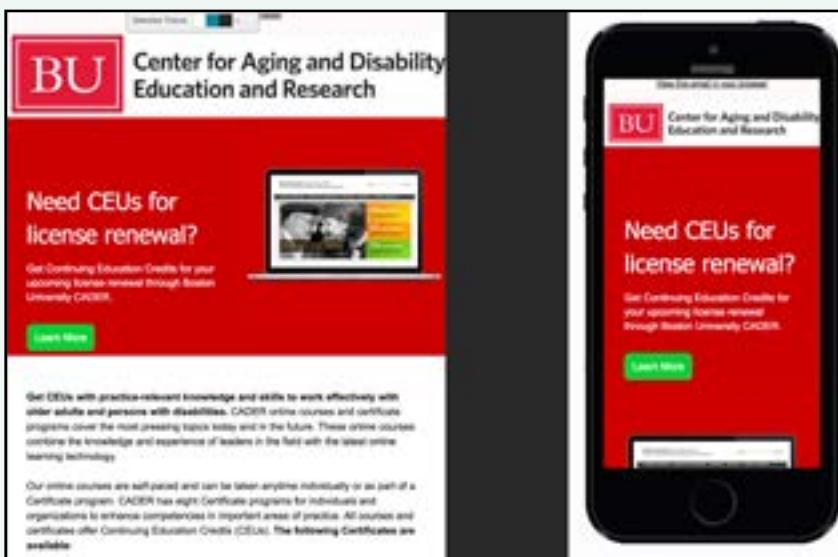
BOSTON UNIVERSITY Center for Aging and Disability Education and Research Strengthening the Workforce for a Changing Society

Through our relationship with EDEA, we are pleased to offer a special rate available for MA agencies. Our certificates, which are normally priced at \$325, are being discounted to \$200 – almost a 40% savings! Prices for individual courses start at \$40 per learner. This special rate will be ending on June 30, 2018. There are unlimited spots available.

We encourage you to take advantage of this discounted rate offered through CADER and EDEA before it ends. Information about CADER online courses, certificates, program benefits, CEs, and pricing can be found on the [Massachusetts Training portal](#) or on the [CADER website](#). You can contact us at 617-358-2626 or email cader@bu.edu for more information.

The following are what some of your colleagues from agencies across Massachusetts are saying about BU CADER training programs:

- * I found this course to be very informative and interesting. I feel much more confident in my knowledge of Alzheimer's and other related dementias, and will certainly be able to apply the skills I learned to my position. I really enjoyed this course Alzheimer's Disease and Other



- ① No headline
- ① Hard to Read
- ① CTA is not evident
- ① Lack of graphics
- ① Not mobile responsive

- ① Headline
- ① Easier to Read
- ① CTA is evident
- ① Added visuals
- ① Mobile responsive



Center for Aging and Disability Education and Research

June is Alzheimer's & Brain Awareness Month

Alzheimer's Disease and Other Dementias of Aging

Care managers, social workers, and others who provide services to older people are often the first to notice signs of Alzheimer's disease and other neurocognitive disorders. This course teaches practitioners to recognize signs and symptoms of the common dementias so that they can refer clients for appropriate diagnostic screening, as well as provide education, support, and referrals. Discussion involves legal and ethical issues and the implications of ethnic and cultural differences for effective intervention strategies.

Number of CEUs: 4

Register Now

Key Objectives:

- Awareness of the basic physiological, psychosocial, and cultural contexts of dementia, and the implications for practice.
- Understanding of intervention options and treatment approaches, related ethical concerns, vulnerabilities of older adults, and family and community perspectives.
- Skills and tools to (1) identify potential signs and symptoms of dementia in clients and of related stress in family members, and (2) provide appropriate referral and assistance.

Stay Educated. #EndALZ

LinkedIn post for Alzheimer's month with optimized image size so nothing gets cut.

BOSTON UNIVERSITY Center for Aging and Disability Education and Research

Invest in your online education now and save 25%. Earn 2-22 CEUs USE CODE: PROMO25

Get Started

Proven Competencies, Award-Winning
BU CADER was awarded the Mather Lifeways Institute on Aging National Promising Practices Award for their innovative training. Recent evaluation shows significant increase in competencies across certificate programs. Click the button below to read about the award.

Read More

Cost Effective
Individual courses range from \$40-150 each. Certificate programs cost \$225/person. Group discounts are available for 25 or more learners. CADER promotional offers is based on full cost of course and certificate enrollment.

Read More

Email blast sent to prospective clients with icons detailing the advantages and selling points for CADER's online programs.

BOSTON UNIVERSITY Professional Education Programs

Earn your Post-Graduate Certificate in CBT in 3 Months! Weekly Sessions start Feb 6.

Register Now

12 Weeknight Sessions, 30 CECs.
Sessions start Feb 6 and run Wednesday nights 6:00-8:30PM

Instructor: Daniel Beck, LICSW, Lecturer
Daniel Beck is a faculty member of the Beck Institute and Director of the Daniel Beck Group.

Program Overview

Email blast sent to PEP clients about an in-person professional seminar on Cognitive Behavioral Therapy (CBT).

BOSTON UNIVERSITY Center for Aging and Disability Education and Research
Strengthening the workforce for a changing society

We invite you to attend the GSA 2018 Annual Scientific Meeting. Bronwyn Keefe, Director of CADER, will be presenting on three distinct topics within social research, policy and practice.

Mobile Integrated Health and Complex Patients: Behavioral Health Challenges Encountered by Community Paramedics.
B. Keefe, L. E. Iazzoni, K. Carolan, A. J. Wint
Wednesday Nov. 14 Session 969 2:30pm-4:00pm | Beacon B (5)

Strengthening Age-Friendly Communities by Capacity Building to Address Behavioral Health Concerns in Older Adults.
B. Keefe, K. Kuhn, M. Saldo

Email blast sent to CADER's network about the GSA 2018 scientific meeting. One of the highest performing email blasts CADER has ever seen.



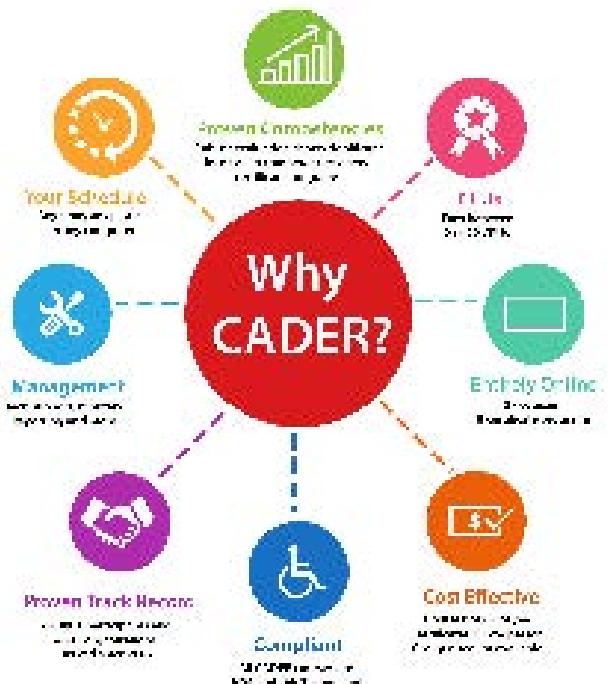
CLIENT TESTIMONIAL



Through our partnership with the Association on Aging in New York and CADER, the standards developed for the care management certification program are among the highest in the nation, and we are thrilled with the results. The goal of this program has been to assist aging services providers in developing a highly qualified, adaptable, and sustainable workforce, and the success of the program thus far speaks to the caliber of staff across New York State."



“Aging Association of New York State’s
Care Management Certification Program
is a great example of how CADER
works with partners to develop programs.”



FOR MORE INFORMATION,
PLEASE CONTACT:

Center for Aging and Disability

Research (CADER)

Boston University School of Social Work

255 Bay State Road
Boston, MA 02215

cader@bu.edu

P: (617) 353-3600

BUEDU/CADER • BUEDU/SW

CADER is dedicated to strengthening the workforce that provides health and long-term services and support to older adults and people with disabilities.

The US population is rapidly aging, with the number of residents age 65 and older projected to reach 98.5 million in 2050, according to the US Census Bureau. That explosive growth is taking place in a constantly shifting healthcare landscape. CADER is a national leader in helping organizations and individuals in the health and human services field keep pace with those challenges through state-of-the-art competency-based online courses and certificate programs. Course topics range from behavioral health to case management, person-centered planning to community living.

Flyer created for n4a National conference. Designs included a CADER wheel with nine spokes that detailed what differentiates CADER from competitors. This helped simplify CADER's services to prospective clients.



Social Intern →
Design Strategist,
Marketing
Consultant

Mentioned
in Boston
Voyager
Magazine

I started working at Restore Body Balance as a social marketing intern the summer of sophomore year. Being a small business, the needs began to expand beyond social marketing. As my boss, Colleen, saw the potential for what I could do, I was promoted to a digital marketing strategist and created advertisements of all sorts, from social, to video, to print.

I assisted in the book editing process and designed both the front and back covers of the book and the accompanying journal.

I was one of the lead designers for the redesign of the website and oversaw the taglines used.

I am very thankful for everything Colleen has allowed me to work on over the years.

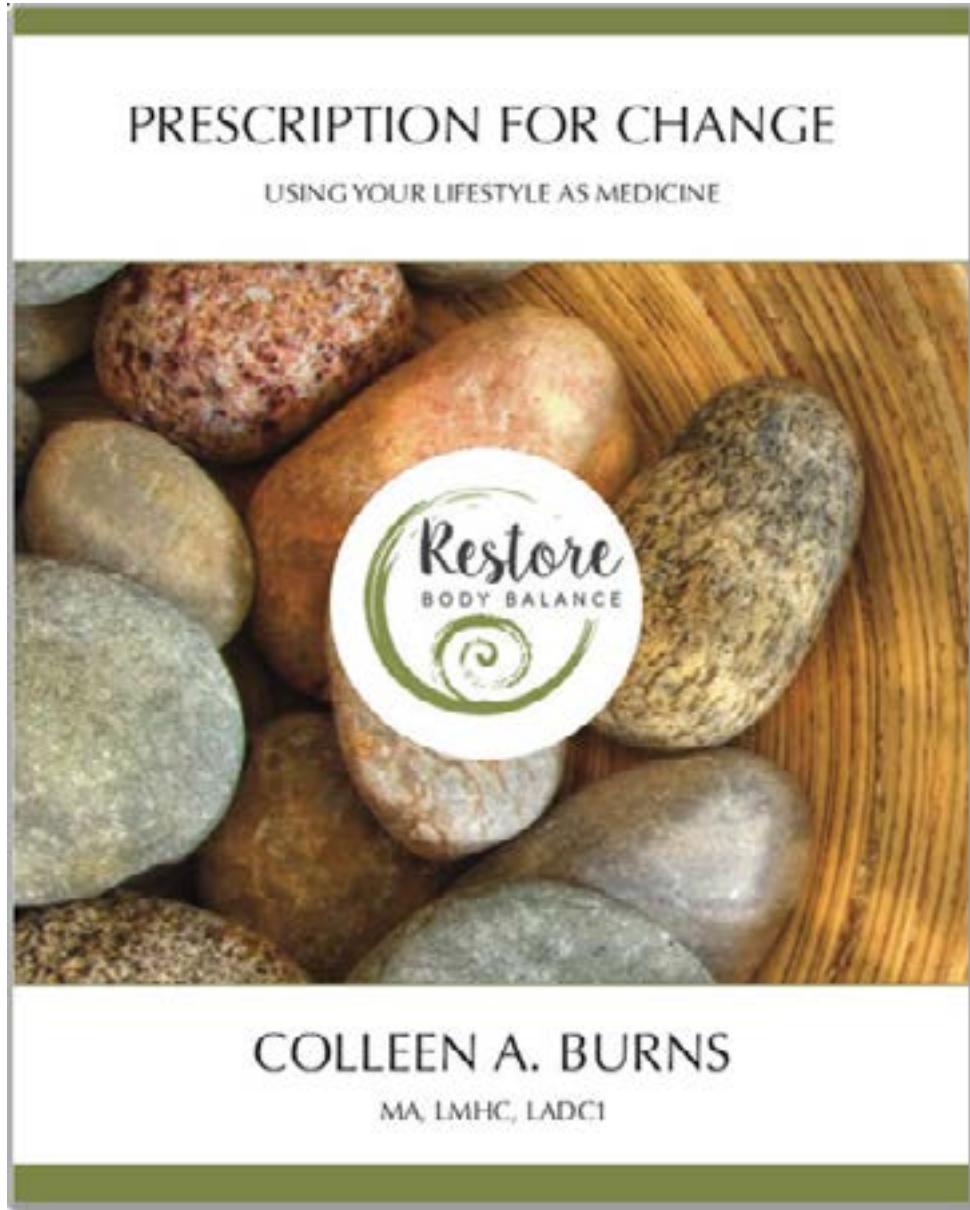
BostonVoyager

“...But now what? Nicholas Yaitanes enter stage left. I initially hired “Niko” as an intern to help out with my social media impairments but he quickly became my right-hand man. We clicked immediately.

As a junior at Boston University, he is light years ahead of his age when it comes to all aspects of marketing a business. I needed to be found and Niko had the skills and knowledge to do just that. He created beautiful Facebook ads using my original photos and content such that they truly represented me and Restore Body Balance. Investigating area hospitals and businesses for Integrative Specialties, Niko found an “in” to work with like-minded professionals. We are currently working on a magazine that will be published quarterly filled with articles, health tips, recipes and local establishments that are passionate about whole health and wellness. The next task is a podcast and maybe an APP. (Speaking of challenges.) I feel fortunate to have Niko on my side but also believe people come into your life just at the right time. I could not have done this without him.”

- Colleen Burns, *Founder, Restore Body Balance*

[Full article link here](#)



Designed front cover for *Prescription for Change*.
Designed multiple iterations of the cover and conducted qualitative surveys to decide which cover was the most effective.

YOUR JOURNEY STARTS HERE

I believe the secret to sustaining a new lifestyle is not deprivation but addition and building the right habits at the right time. This book is designed to help you do just that. It's not just about mental or physical health. It's about lifestyle habits that will last a lifetime. After much success using my integrative health counseling programs with clients, I decided to write a "user manual." In *Prescription for Change*, we will not only tap into the psychology of behavior change but nourish it with nutrition counseling. Then, we will deconstruct states that keep us stuck and learn how to use your lifestyle as medicine.

I truly feel that I have discovered a prescription for change. Blending psychology, biology, and neurology, I believe we can use the miraculous organ of the brain to help us change unwanted habits and behaviors. By adding the art and science behind mindfulness and meditation at the right time and place, you start to change and adopt habits that become second nature. You can refer to my website, restorebodybalance.com, for additional information. Let's begin your journey!

ABOUT THE AUTHOR

Colleen A. Burns is an Integrative Health Counselor in the Boston area. Practicing as a Licensed Mental Health Counselor and Licensed Drug and Alcohol Counselor for 18 years led her to enhance her credentials with scientifically based nutritional therapies, meditation, and mindfulness education. Her innovative approach to health and wellness makes the path toward restoration in all facets of your life achievable and long-lasting.

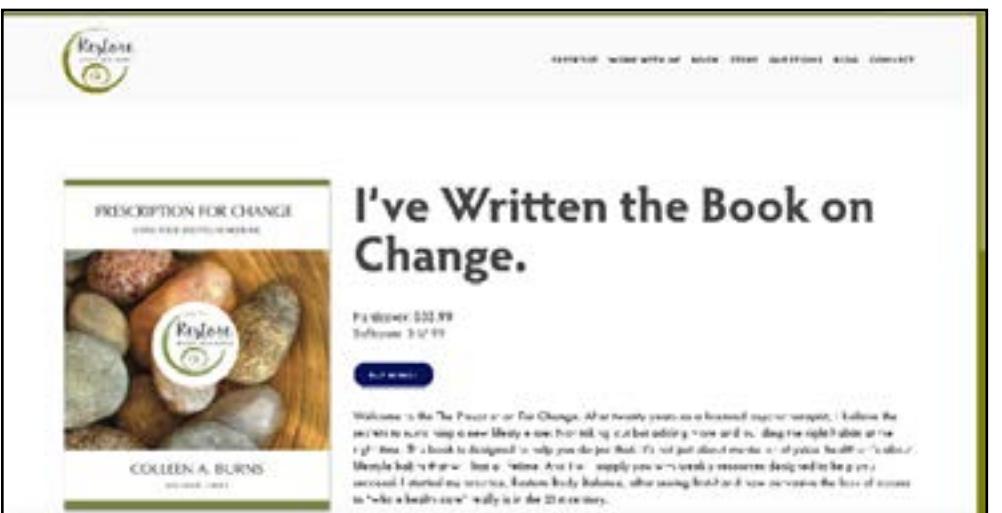
Designed back cover for *Prescription for Change*.
Designed multiple iterations of the cover, edited the book summary and wrote the about the author.



Created marketing postcard and partnered with a marketing firm to send out the postcard to audiences that met our target demographic.

Only 8 percent of people follow through with New Year's Resolutions.

Created video advertisement for New Year's promotional campaign. Repurposed this into an advertisement for Facebook.



For the Restore Body Balance website, I oversaw and created content for the website design. I contributed to much of the website copy and helped create a cohesive visual identity with all other marketing materials.

The old website was outdated and cluttered where visitors would get inundated and lost in information.

For this website redesign, Colleen and I wanted to use modern elements. We used Curology and Warby Parker as case studies and tried to align the Restore Body Balance brand with similar target audiences.

The website is mobile responsive and can be viewed [here](#).

