

PORTFOLIO

NIKO YAITANES








Hi, I'm
Niko. I am a
graduating
senior at
Boston
University
majoring
in Mass





Hi, I'm Niko. I am a graduating senior at Boston University majoring in Mass Communication. I have a concentration in Cinema and Media studies from the College of Arts and Sciences.

My training includes formal typography and graphic design. I am an expert in Adobe Creative Suite and use it for almost every project.

I am seeking full time employment upon graduation. My areas of interest include: Digital Marketing, Entertainment and Music Industry, Web Design, and Graphic Design.

My design style is usually a blend between contemporary and formal. I have an affinity for styles that make use of negative space and that are different and eye-catching.

Please refer to the following pages for references of my work throughout my college career



Open rates increased

+5-20%

Clicks increased

+20x

I started working at Boston University CADER as a Research Assistant my sophomore year. 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 Educations 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.



Center for Aging and Disability Education and Research

Strengthening the Workforce for a Changing Society


Through our relationship with EOE, 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 EOE before it ends. Information about CADER online courses, certificates, program benefits, CE, 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 Dementias*






Center for Aging and Disability Education and Research

Need CEUs for license renewal?

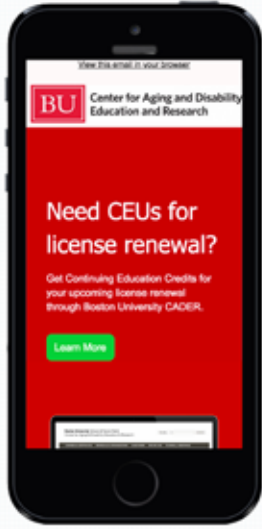
Get Continuing Education Credits for your upcoming license renewal through Boston University CADER.

[Learn More](#)



Get CEUs with practice-relevant knowledge and skills to work effectively with older adults and persons with disabilities. CADER online courses and certificate programs cover the most pressing topics today and in the future. These online courses combine the knowledge and experience of leaders in the field with the latest online learning technology.

Our online courses are self-paced and can be taken anytime individually or as part of a Certificate program. CADER has eight Certificate programs for individuals and organizations to enhance competencies in important areas of practice. All courses and certificates offer Continuing Education Credits (CEUs). The following Certificates are available:



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

- ⊙ Headline
- ⊙ Easier to Read
- ⊙ CTA is evident
- ⊙ Added visuals
- ⊙ 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 includes legal and ethical issues and the implications of ethnic and cultural differences for effective intervention strategies.

Number of CEUs: 4

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.

View email in your browser

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. Robust 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 \$60-150 each. Certificate programs cost \$325/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. I. Iazzoni, K. Carolan, A. J. Wint

Wednesday Nov. 14
Session 665
2:30pm-4:00pm | Beacon B (S)



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.



Center for Aging and Disability
Education and Research



CLIENT TESTIMONIAL



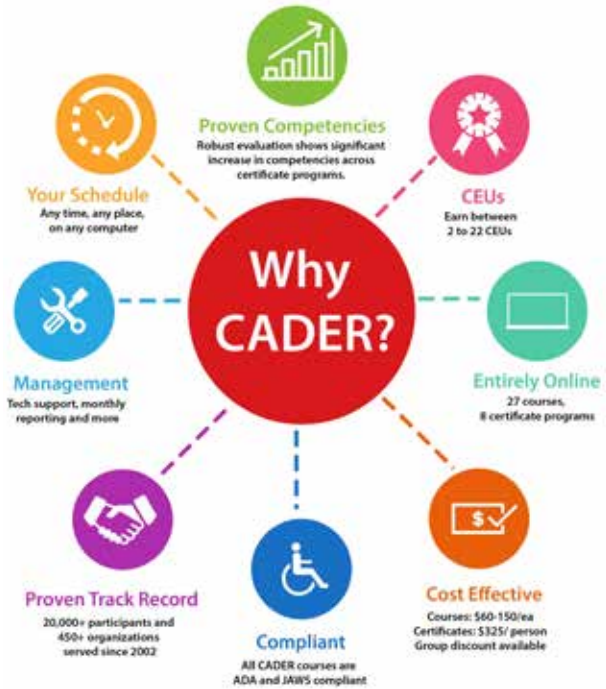
Through our partnership with the Association on Aging in New York and CADER, the standards developed for the care management certification program are among the highest in the nation, and we are thrilled with the results. The goal of this program has been to assist aging-services providers in developing 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."

GREG OLSEN

Acting Director of the New York State Office
for the Aging, whose case managers are
required to complete CADER's Case
Management Certificate Program

FOR MORE INFORMATION,
PLEASE CONTACT:

Center for Aging and Disability
Research (CADER)
Boston University School of Social Work
264 Bay State Road
Boston, MA 02215
cader@bu.edu
P: 617-358-2626
BU.EDU/CADER • BU.EDU/SSW



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 88.5 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 fields 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 →
Digital Strategist

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.

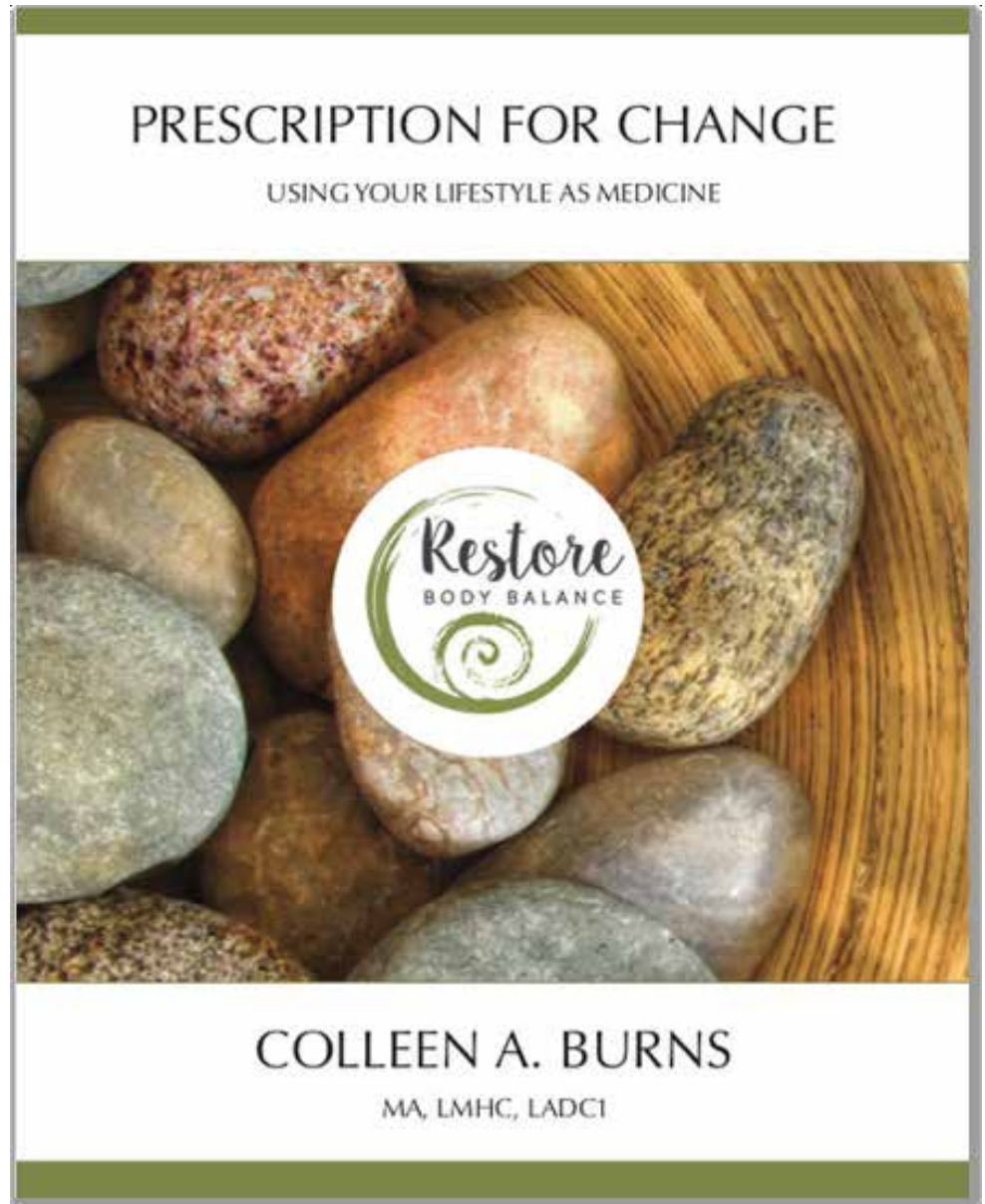
BostonVoyager

“...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.

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



EXPERTISE WORK WITH ME BOOK STORE QUESTIONS BLOG CONTACT

Get Fast Results in the Fight Against Stress, Anxiety, and Health Issues.

Counseling, the Modern Way.



I combine *psychology*, *neurology*, and *biology* to develop the approach that works best for you.

Do you feel:

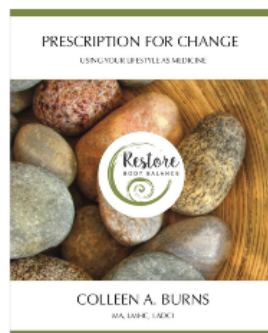
01
Tired or unfulfilled
in daily life,
relationships, or
your career?

02
Unhappy with
your body or
mindset?

03
Stuck and out
of balance?



EXPERTISE WORK WITH ME BOOK STORE QUESTIONS BLOG CONTACT

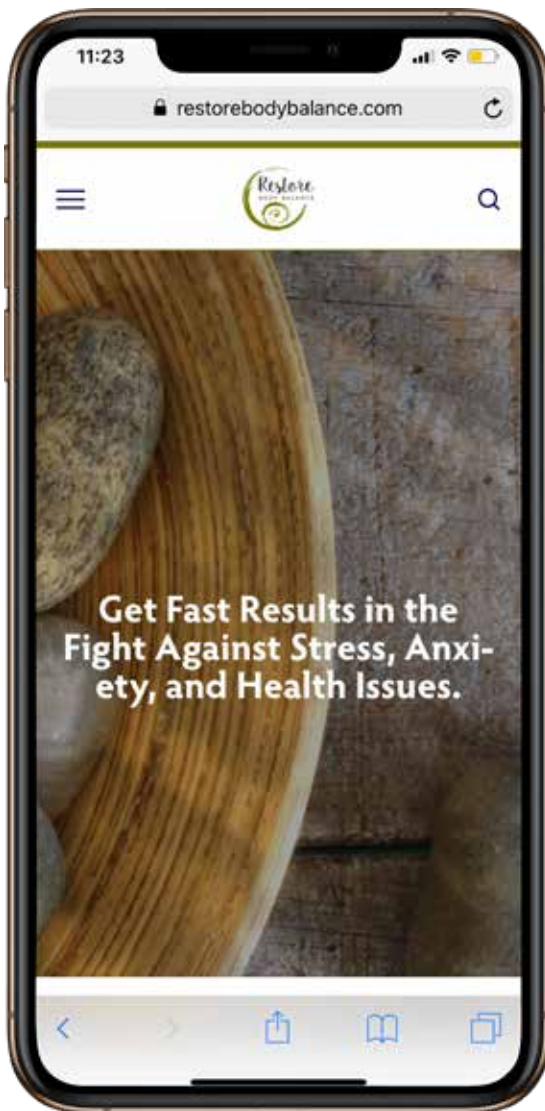


I've Written the Book on Change.

Hardcover: \$32.99
Softcover: \$17.99

BUY BOOKS

Welcome to the *The Prescription for Change*. After twenty years as a licensed psychotherapist, I believe the secrets to sustaining a new lifestyle are: Not taking out but adding more 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. And I will supply you with weekly resources designed to help you succeed. I started my practice, *Restore Body Balance*, after seeing first-hand how pervasive the lack of access to "whole health care" really is in the 21st century.



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](#).

