

Nicole Kelly

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MA | RI | CT



Get in touch.

Art Director
Senior Graphic Designer
Corporate Branding Strategist

Education

**Bachelor of Science (BS),
Digital Arts & Design**
Full Sail University

Additional Information

Technical Skills:

Illustrator
Indesign
Photoshop
Lightroom
Dreamweaver
Premier Pro
After Effects
Sketch
Figma
Microsoft Office Suite
Cava
Keynote
Final Cut Pro

Licenses & Certifications:

PowerPoint Design Course from
American Graphic Institute

Honor & Awards

Employee of the Year | 2013
Most Reliable | 2012
Award of Excellence | 2010

Professional Summary

Outcome-driven Art Director recognized for 10+ years of creating consumer-focused, trend right assets that build brand equity. Hands-on collaborator adept at transforming client needs into compelling stories that resonate with diverse audiences.

Content innovator with a proven record of revolutionizing & invigorating brands by delivering assets for strategic campaigns.

Strengths include visual storytelling, cross-functional collaboration, team leadership, project management, & digital media.

Experience

Newmark / 2020 – Present

Industry-leading commercial real estate advisory firm providing services to global corporations and institutional investor.

Eastern Region Art Director

- > Recognized as a top performer & promoted for delivering compelling marketing assets which generated \$4B in Boston alone.
- > Train, mentor, and lead a team of 11 Designers across the eastern region with direct report to the Vice President of Marketing.
- > Track progress toward key project milestones in Monday.com and drive collateral creation (videos, email, brochures, etc.).
- > Strategize with cross-functional stakeholders to develop new ways to promote Newmark and real estate in the digital realm/social media.

Eastern Region Senior Designer

- > Owned end-to-end design processes by defining project scope and timeline while managing 9k to 25k budgets for the East Region.
- > Ideated, developed, and delivered proposals, presentations, offering memorandums, branding materials and social media.
- > Designed custom marketing materials to empower cross-functional teams with access to robust visual storytelling elements

Meridian Capital Group / 2015 – 2020

America's most active dealmaker and one of the nation's leading commercial real estate, finance, and investment sales firms.

Lead Senior Designer

Key Contributions

- > Increased customer acquisition by up to 50% annually and achieved 66% average customer retention rate.
- > Expanded critical market territory up to 80% by spearheading new strategic B2B and B2C sales growth opportunities.
- > Reduced turnaround by 50% and secured quarterly savings in projected labor costs by eliminating need to fill role externally.
- > Standardized branding elements across 50+ client logos to guarantee consistent asset creation across all design processes.

Duties

- > Steered creative direction for the entire company portfolio by creating engaging, brand-related campaign assets and collateral.
- > Directed ~5 projects in parallel with 10 teams and \$ budgets to produce print/online media layouts aligned to corporate goals.
- > Communicated with 8-10 clients monthly to define, clarify, update, or revise project milestones, including timeline & strategy.
- > Cultivated relationships with 5 third-party vendors, printers, and map designers to facilitate high quality, on-time deliverables.

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Experience

House of Wu / 2017

International designer and industry leader in the bridal and formal wear industry, for 29 years.

Senior Designer (Contract)

- > Collaborated with Lead Designer to edit over 100 images with Photoshop for wedding-based project in less than 3 days.
- > Performed 100+ digital enhancements to eliminate wrinkles in skin, loose threads on clothing, and flaws with model's image.
- > Designed and implemented adjustments to windows, walls, and backdrops to tell more captivating visual stories.
- > Developed on-brand color scheme and themes for use in 20 multi-page layouts throughout wedding magazine.
- > Combined 50+ whole/partial images into single large, cohesive image to create more symmetrical, visually appealing ads.

Digicel / 2013 – 2015

International mobile phone network and home entertainment provider operating in over 33 markets.

Lead Senior Designer

- > Guided 4-person team of Designers to support Digicel promotion initiatives to elevate brand awareness in new markets via print and social media.
- > Analyzed reports and raised awareness +50% annually across targeted populations in North America and United Kingdom.
- > Led ad campaigns for cross-continental retail channels in 21+ markets, elevating recognition from 48% to 86% in 1 year.
- > Expanded organization from \$11M to \$112M over 5 years.

Junior Designer

- > Prepared and provided 50+ mockups for in-store display, gaining necessary approval for life-sized prints.
- > Delivered 3 campaign presentations monthly to Lead Marketing Director, detailing ad promotions & marketing strategies.
- > Created monthly email blast materials for 21 markets across Caribbean, UK, and Central and North America.

WorldNetDaily / 2010

American news and opinion website and online news aggregator.

Associate Designer

- > Formatted and designed 1 online magazine and 8 articles daily per established specifications.
- > Assisted in creating unique, memorable, and readily identifiable logos for all federal and national holidays.
- > Adhered to all project delivery timelines, ensuring workflow proceeded as scheduled in deadline-driven environment.