

nicole agresto

GRAPHIC DESIGNER

CONTACT

✉ nagresto@gmail.com
🌐 www.nicoleagresto.com

EDUCATION

BACHELOR OF FINE ARTS
Animation | Interactive Design
East Carolina University
2010 – 2014

SOFTWARE SKILLS

Illustrator
InDesign
Photoshop
Lightroom
Dreamweaver
Basic HTML
Microsoft Office

AWARDS

2015 | People's Choice Award
U.S. Figure Skating
Championships

PROFILE

Graphic designer with 4 years of digital and print design experience, including billboards, digital/print ads, brochures, logo design, and newsletters. Knowledge of social media and marketing campaigns. Team player who can also work on projects independently. Well organized, proficient in Adobe Creative Suite, and a constant desire to continue learning.

PROFESSIONAL EXPERIENCE

CREATIVE SERVICES PRODUCTION ASSISTANT

Greensboro Science Center | April 2016 – Present

- Developed graphic design content for marketing including billboards, print and digital advertisements, brochures, infographics, posters and rack cards.
- Created copywrite content for social media, email campaigns, direct mail, newsletters, brochures, press releases, etc.
- Leader of our Social Media Committee. Helped implement a new social media plan with the help of a small team of dedicated staff. Assigned tasks and helped the group learn the ins and outs on the business side of social media.
- Monitored online presence of our company's brand by engaging with users and strengthening customer relationships.
- Experience in building creative content for digital advertising campaigns.
- Working knowledge of HTML for use in front end web design and email campaigns.
- Managed up to 4 projects/tasks at a given time while under pressure to meet weekly deadlines.
- Photographed for social media, advertising and promotional events.
- Organized promotional video shoots for news and media outlets.
- Helped team design bi-annual member newsletter.
- Member of the Sustainable Practices group in our Conservation Committee.
- Assisted in organizing various events hosted by the Greensboro Science Center.

ADMISSIONS ASSOCIATE

Greensboro Science Center | July 2014 – April 2016

- Handled monetary transactions.
- Spoke directly to guests on issues to improve customer experience.
- Made guests feel welcomed and addressed customer concerns as they arose.
- Worked with Group Sales to complete large monetary transactions of school trips, church groups, and summer camps.
- Supported the mission of the non-profit by providing conservation education.

MARKETING INTERN

Yelp NC Triad | January 2015 – Sept 2015

- Represented Yelp at marketing events.
- Sparked consumers interest to download and check-in on app.
- Co-managed the social media presence and grew the Triad's following.
- Reached out to local events and created partnerships.
- Adapted to many quick turnaround deadlines.