

NICK SLOMA-GREEN // BRAND MANAGER

EDUCATION

B.A. Graphic Design

Rivier University // Jan 2014

Cum Laude

SKILLS

Adobe Creative Suite
Typography
Branding
Apparel Design
Photo Manipulation & Editing
Photography
Video Editing
Basic HTML and CSS
Microsoft Office
Shopify

ATTRIBUTES

Motivated
Organized
Detail Oriented
Quick Learner
Multitasker
Deadline Focused
Resourceful
Self-sufficient
Positive Thinker
Team Player

EXPERIENCE

NorthPoint Printing // Hudson, MA

Brand Manager // Apr 2021 - Present

Graphic Designer // Mar 2018 - Apr 2021

- Joined as the sole graphic designer in an agency setting, later becoming Brand Manager.
- Worked on a wide-range of client projects – as small as simple typesetting to large-scale projects that involved creating an entire campaign from conception to finish. All-while making sure to follow each client's brand guidelines.
- Daily tasks include: typesetting, package design, brochure design, presentations, banner stands, web graphics, designs for apparel & swag (screen print, embroidery, heat transfer, engraving), and much more.
- Completed 800+ client projects per year. Billable design time increased 15% for 2024 over previous year.
- Proofed designs directly to clients, taking constructive feedback and applying it to updates to meet the client's vision.
- Reviewed client files for pre-press and have a working knowledge of efficient file organization and formats for various printers and vendors.
- Consistently managed fast-paced projects with tight production schedules, relying on strong time management skills to meet deadlines.
- Excellent communication skills with clients and account managers.
- Tasked with responsibility and development of NorthPoint's own internal marketing materials and branding.
- Mentored junior designers, providing teaching, design feedback, and guidance.
- Managed marketing team, which includes other roles than just designers.
- Self-guided further development of NorthPoint's online swag store offerings using Shopify.
- Managed third-party developer to continue development of our web-platform aesthetically and functionally.
- Always thinking ahead, trying to improve processes and be more efficient.

Altro // Wilmington, MA

Marketing Coordinator // Jan 2016 - Mar 2018

Junior Graphic Designer // Oct 2014 - Jan 2016

- Worked within the marketing department to create supporting collateral such as product catalogs, case studies, brochures, advertisements, email campaigns, and trade show graphics.
- First hired as junior graphic designer, then promoted to marketing coordinator of Altro's transport division, which utilized my graphic design skills while taking on larger marketing responsibilities.