

# NICK SLOMA // BRAND MANAGER

## EDUCATION

**B.A. Graphic Design, Cum Laude**  
Rivier University // Jan 2014

## SKILLS

Adobe Creative Suite

Illustrator, Photoshop, InDesign,  
Premier Pro, After Effects

Typography

Layout design

Photography

Photo manipulation & editing

Video editing

Basic HTML and CSS

Microsoft Office

Word, Excel, Outlook

## ATTRIBUTES

Motivated

Organized

Detail oriented

Quick learner

Multi-task multiple projects at once

Ability to meet tough deadlines

Resourceful

Self-sufficient

## EXPERIENCE

**NorthPoint Printing // Hudson, MA**

Brand Manager // Apr 2021 - Present

Graphic Designer // Mar 2018 - Apr 2021

- Came on board 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 brainstorm to finish. All-while making sure to stay on each client's brand.
- Tasks included: typesetting, package design, brochure design, presentations, banner stands, web graphics, and designs for apparel & swag (screen print, embroidery, heat transfer, engraving), and much more.
- I took constructive feedback and applied it to designs 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.
- Projects required fast turnaround times, making time management and tracking very important.
- Excellent communication skills with clients and account executives.
- In addition to client work, I was also tasked with NorthPoint's internal marketing materials and brand. This included designs for self-promotion, starting a design blog, a quarterly themed swag box, website upkeep, brand refresh, apparel designs, and much more.
- Mentored a junior designer, providing design feedback and guidance.
- Lead further development of NorthPoint's online swag store offerings. This included setting up new online swag stores using Shopify, adapting clients' branding into customer facing online stores to distribute their swag through various campaigns. I took the time to learn more so NorthPoint could offer more to our clients and meet any new demands.
- I am 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.