Niki Capriglione

GRAPHIC DESIGNER

nikicapriglione.com
nc@nikicapriglione.com
914.447.0277

EDUCATION

The University of Tampa
Bachelor of Fine Arts
August 2013-May 2017

EXPERIENCE

Multimedia Digital Marketing Designer Digital Risk, LLC.
June 2017 – Present

Collaborate with the marketing team to generate and implement the annual marketing strategy.

Led all digital marketing design initiatives including web, video, email and social media

Responsible for designing and coding new and existing webpages along with email campaigns.

Perform end to end execution of animated video and design projects meeting all deadlines.

Lead creative designer to the Internal Communications Team, responsible for elevating the look and feel of all employee communications.

Develop, implement and maintain all branding standards in presentations, email blasts, logos, landing pages, brochures, site graphics, and a bazillion other types of marketing collateral.

Work closely with head of marketing to execute all graphic needs for an array of events including conferences and internal functions.

Media Manager Electus Global Education Co. Inc.
February 2016 – June 2017

Work individually or with a team to implement marketing programs and develop branding i.e; logos, brochures, presentations, mass emails, advertisements, and website designs.

Constantly update company website.

Design and develop marketing and communication collateral for use across multiple communications channels including print, trade shows, digital/electronic, social media and website.

Collaborate with various department leaders to coordinate internal/external marketing and communications needs Manage multiple projects and independently prioritize tasks.

Serve as a project lead in determining appropriate platforms, design and production specifications for the creation of product marketing collateral.

Social Media Director Barnes and Noble
August 2014 – January 2016

Update the social media such as; Facebook, Instagram and Twitter on a daily basis. Uphold brand guidelines set by Barnes & Noble headquarters.

SKILLS

Advanced

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Microsoft Office, Constant Contact, Mailchimp, Email Design, Social Media Design

Developing

Adobe Premier, HTML, CSS, UX/UI Design