

Nicole Prestano

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education

BFA in Graphic & Interactive Design

Monmouth University
West Long Branch, NJ
2017 – 2021

systems & platforms

Adobe Creative Suite

Photoshop
Illustrator
InDesign
XD (Experience Design)
Lightroom
Premiere Pro
After Effects

Email & Text Message Marketing

Klayvio
Attentive

Social Media Management

TikTok
Instagram
Twitter
Pinterest
YouTube
Facebook

Microsoft Office Suite

Word
Powerpoint

skills

Typography
Color
Branding
Editorial Design
Web Layout & Design
Illustration
Logo Design
Photo Retouching

experience

Brand Manager for Aquatalia | The Saadia Group

January 2022 – Present | *New York, New York*

- Promoted to work on Aquatalia during acquisition to seamlessly transition the brand to the company's marketing platforms and best practices
- Design all marketing assets, from website banners, social media content, multi-size advertising banners, and in-store print collateral
- Create animated gifs, edit videos, and brainstorm new and exciting creative content to elevate the overall brand
- Fully execute all email campaigns sent to 100,000+ subscribers daily
- Collaborate with the in-house team and research experts to design custom email flows to create thoughtful customer experiences
- Own the creation of seasonal brand catalogs presented to buyers

Graphic Designer for S3Holding eCommerce Fashion | The Saadia Group

August 2021 – January 2022 | *New York, New York*

- Designed emails and text message gifs across three brands daily which resulted in the overall growth of subscribers and increased revenue
- Worked in tandem with the marketing director to design advertising material and content to maintain brand identity across multiple channels
- Assisted in the creative direction of photoshoots from start to finish, including styling, model scouting, on-set TikTok content creation, and final photo editing
- Promoted internally within five months to the company's first luxury brand

Freelance Visual Editor for Byrdie & Brides Digital Publication

October 2021 – October 2022 | *Remote*

- Created graphics to illustrate and centralize information from an article into one landing page and header image
- Sourced the best-suited images to be featured throughout articles to improve the reader's visual experience
- Learned the brand aesthetic to ensure imagery was inclusive, relevant, and authentic to both Byrdie and Bride's voice
- Developed an effective schedule that allowed me to meet deadlines and collaborate with the team while entirely remote

Graphic Design & Social Media Intern for Sherane Chen LLC

March 2021 – June 2021 | *Remote*

- Created visually pleasing content for multiple businesses social media platforms, each with 3,000+ followers
- Maintained communication with customers via direct messages and reviews to build a strong virtual relationship to drive engagement
- Successfully managed business platforms including Yelp, GoogleMyBusiness, and Tripadvisor