



Nicole Kasperbauer
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EDUCATION

Drake University
BA Graphic Design
BA Magazine Journalism
Concentration Leadership
Des Moines, IA | May 2015

SACI
Graphic Design
Florence, Italy | April 2013

SKILLS

Adobe Creative Suites CC,
InDesign, Illustrator, Photoshop,
After Effects, Dreamweaver,
Acrobat, Bridge, HTML and CSS,
MS Office, Storyboarding,
Wordpress, Graphic Design,
Animation, Web Design,
Marketing and Advertising,
Brand Development, Social
Media, Creativity, Leadership,
Communication, Time Management

AWARDS

Best of Festival in Student
Interactive Multimedia

Iowa College Media Association
First Place: Best Interactive
Graphic

REFERENCES

Available upon request
www.nicolekasperbauer.com

SUMMARY

A multi-skilled, motivated professional with a superb track record of managing complex functional projects from concept to completion. Able to manage stakeholder expectations and willing to take full responsibility for delivering project objectives. Adaptable and transformational leader with true grit, an entrepreneurial spirit and a dependable player who develops opportunities that further establishes organizational goals. In search of an organization who is looking for an energetic, enthusiastic and ambitious individual who inspires, initiates and ignites the room.

EXPERIENCE

JT MEGA

SENIOR DIGITAL ART DIRECTOR | FEB 2021 – PRESENT

Concepts, implements, and contributes to all aspects of the creative process. Collaborates and works fluently with all departments. Envisions creative ways to leverage digital thinking and technologies. In addition to digital assignments, executes on campaign work that includes multiple tactics including a variety of printed materials.

HELLO PICNIC OC

CO-FOUNDER | NOV 2020 – PRESENT

The modern source to outdoor entertainment. Established a fully curated picnic experience to set the mood for any occasion. Created custom made picnic tables, curated decor, and collaborations with local businesses to enhance any picnic experience. Attained numerous partnerships and collaborations to build brand awareness. Managed, designed and strategized social media content.

WEST COAST UNIVERSITY

ART DIRECTOR | DEC 2018 – FEB 2021

Implemented project management system and digital asset storage for entire creative/marketing team, working to help develop strong marketing solutions that deliver instrumental impact. Developed integrated marketing campaigns, designed to meet business requirements while communicating an ahead of the curve message and tone to the targeted audience.

JT MEGA

ART DIRECTOR | JAN 2018 – SEPT 2018

Lead teams in the development, design and production of sales-driving, brand-extending and cross channel campaigns including print ads, product launches, sales material, websites, banner ads, brand identities, social media and email marketing. Executed ideas by contributing visual ideas, graphic direction, conceptual thinking, and overseeing creative interests throughout the production of assigned jobs to satisfy the creative needs of clients. Fulfilling direct-mail and opt-in campaigns securing response rates of up to 12% for Land O'Lakes Foodservice and propelling traffic and social impressions of up to 10% for Regular Girl.

JT MEGA

JUNIOR INTERACTIVE DESIGNER | JAN 2016 – JAN 2018

Envisioned creative ideas and concepts, bringing them to life by creating effective user experiences, opportunities for conversions and development of design elements. Critically analyzed content and recommended improvements, drawing on information from multiple sources for best practices.

ALLOVER MEDIA

GRAPHIC PRODUCTION SPECIALIST | JUNE 2015 – DEC 2015

Designed and formatted for various print collateral and sizes such as: frozen billboards, gas pump toppers, indoor digital ads and truck side billboards. Ensured readability and quality control through large and small scale considerations.