

ALINA NICHOLAS

SKILLS AND CERTS

> Certifications

Hubspot Inbound Marketing
Hubspot Social Media Marketing
Shopify Unified Commerce Marketing
Canva Social Media Mastery

> Technical Skills

Adobe Creative Suite
Illustrator, Photoshop, InDesign
Lightroom, Acrobat
Microsoft Office
Microsoft Powerpoint and Word
Ceros Interactive Suite
WordPress | Wix
Canva | Capcut

> Industry Skills

Brand Identity
Presentation Design
Marketing Communications
Social Media Marketing
Marketing Collateral

EDUCATION

> University of Kansas

August 2019 - May 2023
BSJ Strategic Communications
Visual Communications Design Minor

| **Honor Roll** | Spring 2023

EXPERIENCE

> Associate Graphic Designer + Social Coordinator | Rx Savings Solutions

Remote (Overland Park, Kansas based) | Sep 2023 - Present

Designed strategic visual communications supporting enterprise B2B and B2C marketing initiatives across digital and print channels. Collaborated with cross functional teams and subject matter experts to transform complex messaging into clear, intentional design solutions, creating presentations, case studies, one-pagers, email campaigns, organic social media content, sales collateral, tradeshow assets, and other marketing collateral. Developed the company's digital brand guide to establish brand standards and maintain a cohesive visual identity while leading creative for the company's LinkedIn presence.

| **Graphic Design Intern** | May 2023 - Sep 2023

> Social Media Marketing Internship | Outside

Remote (Dallas, Texas based) | Feb 2022 - May 2022

Joined an early-stage startup to help establish its digital brand presence through content strategy, social media publishing, and content repurposing across multiple platforms. Collaborated with the team to create engaging digital content, support community engagement, and strengthen the company's online presence during its early stages.

> PR + Social Media Director | Gamma Phi Beta International Sorority

Lawrence, Kansas | Nov 2020 - Dec 2021

Collaborated with a national organization to develop content calendars, branded social media content, and marketing communications that promoted chapter news, philanthropic initiatives, and events for an audience of more than 300 members. Helped maintain a cohesive visual identity while strengthening member engagement through strategic content planning.

> Content Development Coordinator | 1KC Shop

Kansas City, Missouri | 2019 - 2022

Collaborated on the planning and execution of branded social media content from concept through production, including photoshoot coordination, styling, and content creation. Supported the company's brand identity and marketing initiatives through engaging, customer-focused creative.

> Creative Content Producer | KB & Co Boutique Collective

Lawrence, Kansas | Aug 2021 - Nov 2021

Collaborated on creative planning, concept development, styling, product photography, and branded content creation to support social media marketing and visual merchandising initiatives. Worked closely with the team to create engaging customer-facing and social-first content that strengthened the boutique's visual identity.

CONTACTS

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