

ALINA NICHOLAS

SKILLS

> Technical Skills

Adobe Creative Suite | Ai, PS, ID
Microsoft Office
Ceros Interactive Suite
Wordpress

> Industry Skills

Brand Development + Marketing
Social Media Marketing
Interaction Design
Presentation Design
B2C Marketing
Cross-functional Team Collaboration

EDUCATION

> University of Kansas

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

| **Honor Roll** | Spring 2023

> Creative Director Capstone Class

The Ballard Center NonProfit
Feb - May 2023

EXPERIENCE

> Associate Graphic Designer + Social Coordinator | Rx Savings Solutions

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

Developed strategic visual communications that supported the company's brand and B2B/B2C marketing initiatives across digital and print channels. Collaborated with cross-functional teams to transform complex messaging into intentional design solutions, creating presentations, case studies, one-pagers, email campaigns, organic social media content, sales collateral, tradeshow assets and more. Helped establish the company's visual identity by developing its digital brand guide 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 the startup during its early stages, helping establish its digital presence through strategy development, content publishing, and repurposing across multiple social media platforms while engaging with followers and supporting continued brand growth.

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

Lawrence, Kansas | 2020 - 2021

Collaborated with a national organization to develop content calendars, design engaging social content, and communicate chapter news, philanthropic initiatives, and events for an audience of over three hundred members.

> Content Development Coordinator | 1KC Shop

Kansas City, Missouri | 2019 - 2022

Helped develop products and execute social media content by assisting with creative planning, photoshoot coordination, styling, and content creation while collaborating with managers to support the brand's visual identity.

> Creative Content Producer | KB & Co Boutique Collective

Lawrence, Kansas | 2021 - 2022

Helped lead the creative planning behind social media content, including concept development, styling, product photography, and content creation while supporting visual merchandising and delivering personalized customer experiences.

CONTACTS

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