

Nicole O'Neil

EXECUTIVE MANAGEMENT PROFILE

Brand Development ■ Media Communications ■ Information Design ■ Data Analysis & Organization ■ Product & Software Development

CORE COMPETENCIES

Award Winning Design
Innovative Content Creation
Brand Positioning Strategies
Branding PR & Cross Promotions
Leadership/Team Development
Software Icon Design

Product Placement Concepts
Publishing on all Platforms
Communications Media
Marketing & Information Design
Psychological Analysis Design
SEO Management

Business Structures
Alignment of Values Branding
Communication Across Varying Platforms
Strategic Positioning Assessment
Real Estate Investment Strategies
Social Media Content

EDUCATION

Rensselaer Polytechnic Institute, Troy NY 2002-2004

Magna Cum Laude Graduate (GPA 3.85)

B.S. Electronic, Media, Arts & Communication (EMAC)

Concentration Graphic Design

Communication Design Certificate (Received & Created)

Sage College of Albany, Albany NY 2000-2002

Graduated Cum Laude

A.A.S. Graphic Design

Pittsfield High School 1997-2000

High Honors

EXPERIENCE

Communications Manager/Branding Director (2004-present)

Communication Design & Marketing for International Corporate Clients from Healthcare Sectors, Museums, Tourism Industries and more. Consultation of corporate branding with design implementation, software content creation, social media management and varying communication strategies to grow and excel company revenues and outlying visibility.

(See page 3 for more details on this role)

Dolce Media self-owned(2016-2019)

Video Creation/Film Editing & Professional Photography Services
Built Company Structure and Managed a Team of Sub-Contractors.

BART Charter Teacher (2011-2012)

Curriculum Creation (All Classes)

- Digital Imaging Class
- Core Design Elements through Photography
- Graphic Design Processes

Mildred Elley College Professor (2006-2008)

Curriculum Creation (All Classes)

- Typography 1 & 2,
- Flash for Web
- Print Design Advanced Placement 1 & 2

ACKNOWLEDGMENTS & SKILLS

MapInfo

Design and User-Interface Award for Junior Museum Software Product:
Article written in Times Union for Junior Museum Application.

Icon creation for computer applications worldwide and interface user-ability award for 2 complete projects, including the Troy Police Application Product.

Convenient Cards, Partner with VISA

Complete Marketing Design Initiative with Visa Cards through Convenient Gift Cards, distributed throughout the United States banks and grocery stores. The posters, flyers, rack cards and actual design of the credit card as well as the marketing language.

Thomson Delmar 2007

College Cover Book Designs, to be distributed throughout United States Colleges, design is still in use today.

Typography Citation, Highest Honor 2004

Outstanding Performance Letter from the Instructor & Dean of Rensselaer Polytechnic Institute (RPI)

Newspaper Article, Peters Cut Above 2002

Custom window display using print graphics and a unique wooden frame structure. Article about the positive changes with window display design, as a result of Nicole O'Neils efforts.



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CLIENTS

Communications Manager/Branding Director (2004-present) continued from Page 1...

Berkshire Medical Center
 Berkshire Health Systems
 Berkshire Nurse Practitioners
 Innovative Physician Services
 Berkshire Orthopedics
 Urology Services of the Berkshires
 Lanesborough Inn
 Elle Day Spa
 All Clean
 VISA Convenient Cards
 Berkshire County Regional Employment Board
 MetaPhorYarns
 Neonet Tech
 Fit Perfect Windows

Pecomark
 Mountain Top Builders
 Light Touch Chiropractic
 Integrated Psychiatric Medicine
 Wasuk Building
 Gile Real Estate
 Catherines Chocolates
 Ames Building
 David Lanoue
 Hidden Meadows Bed & Breakfast
 Hill Engineers
 Mildred Elley
 Restorations
 Valley Vet

Richmond Network
 Highland Restaurant
 J.R.A. Jon Arnoff
 Dayspring Real Estate
 Dynamark
 Jewish Music Festival
 Light Touch Chiropractic
 Austin Beauty
 Aiello Heating & Plumbing
 MyCom
 Canine ABC
 Northeast Choice Promotions
 Richmond Network
 Womens Club of the Berkshires

The Communications Manager and Branding Director Role is extremely diversified and falls under numerous categories. It is often the central force of communication for the business and information design creation that links the company to its present and future audiences. I create designs and marketing from the initial start-up phase to the middle and end of a companies life-force. The clients receive proposals with strategic planning to allow them to see the path we will take as well as customized graphic standards manuals which help the entire vendor team create and stay on pace the correct visual path forward. This role often oversees the company vendors and roll-outs of the projects to ensure quality and continued communicative positive results. The goal is to provide the companies inside and outside infrastructure a strong and cohesive message that maintains the companies core values and mission statements.

Numerous Clients had direct leadership approval by a Board of Directors...

Austin Beauty School, Mildred Elley, Womens Club of the Berkshires, Berkshire County Regional Employment Board & Berkshire Orthopedics



AWARDS

1st Place Business Card Design, JLC Live Providence RI [2008]

Ames Building & Remodeling Business Card Entry-Best Overall Design

1st Place Logo Design [2004]

American Institute of Graphic Arts

2nd & 3rd Place Design "VOTE POSTERS" [2004]

American Institute of Graphic Arts

1st Place Communication Design Certificate [2004]

When RPI created a new program that allowed students to receive this certificate they held a campus wide competition to design the Certificate that is handed out in addition to a students diploma at graduation. I not only designed the winning certificate but also completed the courses to receive the certificate upon graduation.

1st Place Graphic Design [2000]

Sage College Student Wide Exhibition.

Chosen from hundreds of applicants within and outside the College.

PROFESSIONAL AFFILIATIONS

Board of Directors Berkshire Pulse [5yrs]

In charge of the start-up success for a high-end dance studio in Housatonic Ma. Managed and created all brand material including the logo and marketing campaign, during my tenure on the board.

President & Vice President BNI [5yrs]

Business Networking

International, Central Berkshire Chapter in which I managed the group of 50 + businesses and ran each weekly meeting. In addition, I was in charge of events BNI held throughout the Community.

Toastmasters Member [1yr]

Original Founder for a Graphics Club at RPI [4yrs]

Creative Director

Currently in existence today.

President AIGA [2yrs]

American Institute of Graphic Arts - RPI

Vernacular Publication [2yrs]

Editor-in-Chief, Photographer and Literary Editor

A College marketing communication magazine that involved the publication of 2500 magazines to distribute to prospective students, showing art & literary works by current Sage students.

Phi Theta Kappa Member [2yrs]

Managed functions and events. Produced printing of 1000's of flyer's, tutored design students and held design seminars.

SOFTWARE & TECH

Proficient in all Adobe Creative Suites and Microsoft Office Suite, Powerpoint, Keynote, Excel. SEO Email Marketing & Campaigns, Social Media Analysis and Management. Final Cut Pro & Adobe Premiere, Video Animation Techniques using Flash and Photoshop.

Life Long Learner...

My goal is to always stay ahead of the curve using deeper design elements that underscore a sub-conscious design. To harness better marketing dollars in a genuine and real manner, while always remembering the weight of morality that a communication designer possesses.

I look forward to discussing more and I thank you for the time taken to learn more about me.

