



NICOLE FARNSWORTH

Multimedia Designer • Photographer • Artist

CONTACT

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POPPYPHOTODESIGN.COM

EDUCATION

BACHELOR OF FINE ARTS

*State University of New York at Oswego
December, 2010*

SKILLS



EXPERTISE

BRAND IDENTITY/MARKETING
CREATIVE DIRECTION
GRAPHIC DESIGN
PHOTOGRAPHY
VIDEOGRAPHY
MOTION GRAPHICS

PROFESSIONAL EXPERIENCE

MONRO, INC. ROCHESTER, NY

2/2017 - PRESENT Multimedia Designer

- Provide creative direction to internal designers, marketing agencies and video production teams, while managing style guides, project briefs and process timelines to ensure all brand standards are adhered to.
- Develop, organize and manage a vast library of media assets, including photos, videos and graphics. Improved process management of existing library to be shared securely and efficiently.
- Assisted in the re-imaging of four major brands by implementing new print and digital designs and point-of-purchase displays in over 400 stores as Monro enhanced and expanded its national footprint.
- Built an in-house video production studio where I worked within a budget to purchase equipment, and have since produced, directed, and edited dozens of videos including training pieces, content for social media and senior leadership messaging that is delivered throughout the company.
- Design promotional graphics that drive traffic to stores, while following manufacturer and bank guidelines that secure Co-op agreements.

POPPY PHOTO + DESIGN ROCHESTER, NY

11/2014 - PRESENT Owner, Photographer, Graphic Designer and Artist

- Manage communication initiatives including the development and maintenance of social media, business website and marketing campaigns, designed to engage existing clients and reach a new customer base.
- Built a diverse photography client base ranging from commercial to wedding photography, featuring a wide range of packages and services.
- Design material for individuals and businesses including logos, flyers, posters, business cards, invitations and album artwork.

UPSTATE DESIGN GROUP ITHACA, NY

4/2016 - 10/2016 Graphic Designer

- Worked directly with individuals and businesses to create marketing strategies, which include the development of mobile applications, brand identity and other print and marketing materials.

THE PALLADIUM-TIMES OSWEGO, NY

5/2014 - 11/2014 Graphic Designer

- Worked closely with sales staff to create and revise print advertisements for Oswego County's daily newspaper.

AUTOTRADER.COM ATLANTA, GA

7/2011 - 11/2013 Digital Media Designer

- Created and revised digital media advertisements in a fast-paced environment while maintaining exemplary customer service, which often exceeded quality assurance standards of a 98% approval rate.
- Created Photoshop and Flash templates for internal Sample Site used by Advertising Consultants to sell graphics.
- Selected as Subject Matter Expert and member of the Co-op Committee in which I managed Lexus and Toyota graphics, ensuring that advertising guidelines and standards were met and maintained.

