
SUMMARY:

- Passionate about developing brand cohesiveness across print, digital and web media for clients and organizations.
- Full creative lifecycle project manager with a knack for file, information, systems, processes and project organization.
- Experience with offset print fabrication, book publishing, event production, merchandise design and marketing strategy.
- Highly accomplished graphic/web designer, illustrator, and photographer with an interest for training and mentoring.

SOFTWARE & TOOLS:

Comfortable with Mac and PC Platforms. | Proficient with Google Analytics, GoDaddy, Gmail Admin management and Mailchimp. Extensive experience with Shopify, Smugmug, Squarespace, WIX, Wordpress and other CMS platforms, SEO optimization and metadata. Development: HTML, PHP, CSS, Plesk, MySQL and DNS management. | Software: Adobe Creative Suite/Lightroom and MS Office Suite. Capable social media platform management: Hootsuite, Buffer, LinkedIn, Facebook/Business Manager, Instagram and TikTok, etc.

WORK HISTORY:

Western Creative Director & Business Consultant

Nicole Zaagman Enterprises, LLC:
2014 – Present

Conceptualized, designed and produced branding/identity collateral, logos, direct mail packages, print advertisements, signage, social media campaign content, and websites for small to large business and non-profits across the country. Provided photographic services, corporate photography, headshots, image restoration, and retouching. Collaborated with business owners, writers, printers, and production managers during all phases of each project request. Was contracted by Equine Assisted Development from February 2020 – July 2022, as the farm's Marketing Strategist. Implemented a full website redesign, brand overhaul, ongoing website maintenance, graphic design, merchandise designs, marketing materials, event coordination, press releases, news interviews and social media management. In January 2022, was contracted by the National Pygmy Goat Association to redesign their outdated 600+ page website and 130,000+ goat MySQL pedigree herdbook. Projects published live in 5 months.

Creative Consultant

MLive Media Group
Nov 2012 – July 2014

Responsible for developing digital marketing strategy for clients/industries including: automotive, food/beverage, home goods, insurance agencies, real estate, healthcare, construction/remodeling and more. Organized and led multi-location video marketing initiatives, developed creative plans and website systems for national advertising accounts and taught website protocols and tools to MMG's statewide creative team.

Graphic/Web Designer Photographer

GEMS Girls' Club
Sep 2010 – Nov 2012

Managed the website, designed monthly magazines, curriculum, brochures, posters, catalogs, newsletters, merchandise, social media content, annual conference/area training materials, theme and event logos and other publications by the non-profit. Main photographer for publications and large-scale events. Executed a new system of photoshoot planning which furthered professionalism and reduced disorganization.

eBusiness Specialist

Gordon Food Service
Oct 2009 – Aug 2010

Maintained, tracked, and updated internal websites/databases for the company on a quarterly basis via Interwoven and OpenDeploy. Assisted in gathering all new information and data from the respective departments locally and nationwide who provided important information to be included in these quarterly website releases.

EDUCATION:

Bachelor of Arts - concentration in Graphic Design

Spring Arbor University - Spring Arbor, MI | 2009

Graphic Design Certificate

Kent Career Technical Center - Grand Rapids, MI | 2006

ETC:

I'm a Michigan native, leader; animal lover, entrepreneur and farm founder (Parkside Farm). I'm married to my husband, Ken (we met through 4-H at 16) and in my spare time I enjoy drawing, styling western outfits and traveling to California to visit family.