

YOU SHOULD  
**HIRE**  
THIS GUY  
HE'S AN  
**AWESOME**

**GRAPHIC**  
**DESIGN**

P R O F E S S I O N A L

MICHAEL NICHOLSON  
GRAPHIC DESIGNER



# Mike's

## RESUME

MICHAEL NICHOLSON  
GRAPHIC DESIGNER

### INTRODUCTION

Accomplished and multifaceted Graphic Designer, offering 20+ years of experience in multimedia, marketing, and print design. Passionate about exceeding customer expectations while developing innovative marketing strategies and campaigns. Proven track record of supporting client objectives while completing projects within budget and under strict guidelines.

### CORE SKILLS

Graphic Design	Digital Assets
Website Design	Printing
Website Development	Photography
Branding	Typography
Marketing	Sign Making
Email Marketing	3D Printing
Social Media Marketing	CRM Software
Content Management	Drone Pilot
Content Development	Project Management
Video Editing	Training
Editorial Layout	

Photoshop	
Illustrator	
InDesign	
Premiere	
Lightroom	
Sketch	
Wordpress	

### EXPERIENCE

#### FREELANCE SUPERVISOR/VINYL INSTALLER

FastSigns | Hilliard, Ohio | 2019 - present

- Manage workflow to accommodate volume and unique project demands that exceed the client's expectations.
- Serve as a team leader by providing direction on the scope and project milestones to ensure timely delivery.
- Perform high-quality vinyl graphic installations, including large wall and window graphics.
- Provide creative problem-solving solutions and guidance at the installation site resulting in 50% reduction of install time compared to previous projects.

#### GENERAL MANAGER

Phlex Fitness | Gahanna, Ohio | 2011 - present

- Design, develop and implement marketing strategies to consistently promote the Phlex Fitness brand via digital and print utilizing Adobe Acrobat, Photoshop, InDesign, Illustrator, and WordPress.
- Grew social engagement to 21,000 followers on Facebook, Twitter and Instagram by leveraging social media management software.
- Designed branding and experience for mobile platforms that brokered 10,500 downloads in 2 years.
- Developed and executed web-ready content, which increased membership from 5 to 6,800+ in 2.5 years.
- Created and installed window/wall vinyl graphics and designed over 25 graphics for shirts to be sold for profit.
- Planned, coordinated, designed marketing, and promoted outdoor fitness events that exceeded 500+ during the COVID pandemic 2020.



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Gahanna . Ohio

## EXPERIENCE CONTINUED

### **PUBLIC RELATIONS**

*Alpha Phi Alpha Fraternity, Inc. Alpha Rho Lambda Chapter | Columbus, Ohio | 2011 - present*

- Redesigned the local chapter's newsletter, which highlighted persons from various career and community backgrounds.
- Researched and acquired a diverse population for all stories: all industry areas representing domestic and global perspectives.
- Guaranteed timely submissions involving all communications and deadlines following the short and long-term objectives.
- Ensured cross-cultural participation from the community and leadership inclusive of their real-world intellectual capital.
- Gathered data and designed display that resulted in national recognition as the "Chapter of the Year."
- Redesigned the local chapter's newsletter, which highlighted persons from various career and community backgrounds.
- Maintains a solid social media presence that encourages engagement while adhering to all budgetary guidelines.

### **MEMBERSHIP INTAKE COORDINATOR**

*Alpha Phi Alpha Fraternity, Inc. Alpha Rho Lambda Chapter | Columbus, Ohio | 2011 - 2014*

- Reviewed and provided a cultural analysis for all potential members and provided the membership's demographic verification.
- Utilized oral and written communication vehicles while establishing membership intake and implementation process.
- Regularly assessed the membership's initiative effectiveness that resulted in exceeding membership goals.
- Prepared and presented various strategic reports shared with cross-functional leadership teams.
- Established and maintained policy and procedure practices surrounding all membership initiatives.
- Mitigated all concerns emerging from membership without insight or interpretation from leadership.
- Maintains a solid social media presence that encourages engagement.

### **FREELANCE GRAPHIC AND WEB DESIGNER**

*Ohio Alliance to End Sexual Violence | Columbus, Ohio | 2009 - 2010*

- Designed the website for Ohio Alliance to End Sexual Violence (OAESV) by collaborating with the management team, resulting in more engagement with the community for this five-month contract.
- Developed numerous marketing programs (logos, brochure, infographics, presentations, and advertisements), exceeding expectations of Management.
- Increased their online presence in the Columbus area by 15% by promoting the initiative to fight sexual violence.

### **CREATIVE SPECIALIST**

*New Salem | Columbus, Ohio | 2001 - 2009*

- Conceptualized and designed training and promotional materials for community and church member-centered programs.
- Created flyers and brochures utilizing the various print equipment to cut and fold.
- Increased the ability of the prospective members, congregation, and staff to navigate the institution by designing and fabricating directory map and all manner of signage.
- Developed logos for church ministries and organizations.
- Produced visual presentations for on-screen projections using PowerPoint.
- Created web-based and email graphics and utilized SEO strategies for the Church website: [www.newsalemcares.com](http://www.newsalemcares.com) using Photoshop, Fireworks, Dreamweaver, Illustrator, and Hootesuite software.

### **GRAPHIC DESIGNER/PRODUCTION ARTIST**

*Advent Designs | Groveport, Ohio | 2008 - 2009*

- Designed and produced 65% of signage to the client's strict specifications for the Port Columbus Airport (John Glenn Airport) project, including all the indoor and outdoor signs.

EXPERIENCE CONTINUED

**FREELANCE GRAPHIC DESIGNER**

*Kroger | Columbus, Ohio | 2007 - 2008*

- Designed and created the layout of promotional ads distributed via mail and in-store in North America.
- Designed in-store maps and signage for Kroger stores for easy navigation and location of items.
- Edited various national weekly ad circulars and Sunday flyers for 3,000+ stores.
- Designed in-store maps and signage for Kroger stores for easy navigation and location of items.
- Researched and manipulated archived images for mass production.

**FREELANCE GRAPHIC DESIGNER**

*Columbus Post | Columbus, Ohio | 2003 - 2006*

- Created ads for entities that advertised in the Post's two publications. Responsible for the layout of the "B Section" publication.
- Edited and proofread materials for grammatical errors and content flow.
- Incorporated illustrations, photographs, and graphic element enhancing the visual experience for readers.
- Integral part in maintaining The Columbus Post and Urban Edition websites.
- Redesigned the newspaper masthead, magazine layout and grid system from conception to completion in 3 months that won a "Best in Design Award."

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**AWARDS**

**BROTHER OF THE YEAR**

Alpha Phi Alpha Fraternity, inc.  
2019

**SERVICE + ADVOCACY AWARD**

Zeta Phi Beta Fraternity, inc.  
2019

**CREATE COLUMBUS VISIONARY AWARD**

Columbus City Council  
2018

**CITY PROCLAMATION**

Columbus City Council  
2017

**OUTSTANDING SERVICE AWARD**

Central Ohio's National Pan-Hellenic  
2016

**GRAPHIC  
DESIGN  
PROFESSIONAL**

