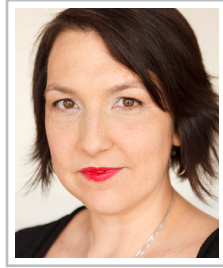


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# Nicole Norton

Creative Strategy



**Email:** nicole@remarkablestudios.com

**Website:** <http://www.nicolenorton.com>

**Phone:** 917 627 1121

**Address:** 2409 Cooper Lane, Nashville, TN

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## About

Highly original creative professional with 20+ years of art direction, project management, digital development, and client management expertise used to deliver high-impact initiatives for globally recognized clients such as PwC, Microsoft, Kraft, and Johnson & Johnson. Visionary translating client concepts into profit-producing campaigns in fulfillment of overall objectives for companies across the financial, pharmaceutical, non-profit, and consumer industries.

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## Areas of Expertise

Art Direction • Multimedia Campaign Design and Management • Web Design, Maintenance • Creative Briefs • Photo Shoot Management • Design Team Management • Account Management • New Business Development • Budget Management • Client Relations • Vendor Management • Training & Development • Deadline Management • Problem Resolution • Typography • Workflow Management • Presentations • Usability Design • Digital Marketing • Design Thinking

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## Work Experience

### US Product Senior Manager

PricewaterhouseCoopers (PwC) - New York, NY

**Period:** 2014 - Present

Develops mobile marketing strategy across the firm including brand, social, sales, thought leadership, communications, public relations and corporate responsibility that drives business objectives around client engagement and brand equity.

### Design Advisor

**Period:** 2010 - 2014

Implementation on these strategies by having understandings of best practices of mobile development, interpretations of the voice of our customer, the competitive landscape and the resources needed to achieve results.

#### Accomplishments:

- Development of first tablet application for Thought Leadership.
- Honored with award for service within first year of employment.

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# Work Experience (cond.)

## Art Director

Edelman - New York, NY

**Period:** 2004 - 2010

Conceived and designed intricate multimedia campaigns for high-profile clients such as AstraZeneca, Bausch + Lomb, Unilever, Pfizer, eBay, Arm & Hammer, Microsoft, Kraft, Johnson & Johnson, and Heinz within strict budget and continually shifting time constraints. Spur new business development by transforming creative briefs and scopes of works into high-impact campaigns generating fees from \$3K-\$250K. Supervise a team of designers and freelancers.

### Accomplishments:

- Escalated new business development by 12% as the manager of the company's oldest and biggest account.
- Honored with an award for team development.

## Senior Designer

HealthStream - Nashville, TN

**Period:** 1999 - 2003

Spearheaded the design, production, and distribution of corporate and sales collateral and web site design and management. Directed a talented team of photographers and freelance designers. Arranged, budgeted, and procured talent for various photo shoots.

### Accomplishments:

- Slashed expenses by transitioning some material design functions in-house.
- Pioneered a medical technology photo library using internal staff, a project still being successfully used
- Produced the company's first Annual Report after its initial IPO as one of 2 designers tapped to complete the initiative.

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# Additional Work History

Full details available upon request

## Web Designer & Developer

AG Communications Systems - Phoenix, AZ

## Web & Print Designer

Madhouse Net, Ltd., London, England

## Intern to Art Director of Promotions

CNN, Atlanta, Georgia

# Education

**Pratt Institute, New York, New York**  
Master of Professional Studies in Design Management.  
Merit Award Honors.

**University of Tennessee, Knoxville**  
Bachelors in Graphic Design with a concentration  
in Photography

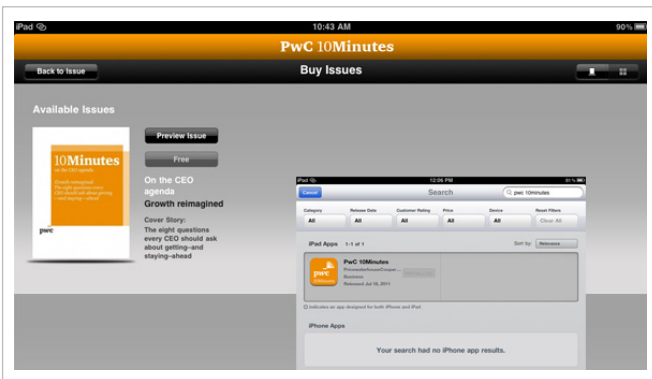
# Technical Skills

**Software:** PhotoShop, InDesign, Illustrator, CSS, HTML5, dHTML, JavaScript, Microsoft Office (Word, PowerPoint, Excel, Project), Adobe Digital Publishing Suite, Adobe Experience Manager, User testing, Data analysis, Customer mapping

**Photography:** Digital, Film, Processing, Photo Shoot Direction

**Hardware:** Macintosh, PCs

# Samples



Tablet publications



Annual reports



Social media communication plans



Marketing materials