



NICK MESARIC

www.nickmes.com

nickmes@gmail.com

215-688-3055

SKILLS

Art direction, design, video production, photography and animation.

Networking and maintaining healthy client relationships.

Ability to schedule and budget.

Multi-task and deliver projects on deadline.

SOFTWARE

Adobe Creative Cloud:

InDesign | Illustrator | Photoshop
After Effects | Premiere Pro
Lightroom | Acrobat DC
Dreamweaver | Bridge

Hootsuite.

Final Cut Pro X.

Microsoft Office.

EDUCATION

Temple University
Certification
Web Design

Art Institute Of Philadelphia
Bachelor of Arts,
Computer Animation and Media Arts,
Cum Laude

PROFESSIONAL EXPERIENCE

Camden County College, Blackwood, NJ 7/17 - Current Marketing Manager

- Lead Camden County College marketing and social campaigns to drive college event ticket sales, promote campus life, and build the brand for academic achievements.
- Create graphics and video strategies for all social media platforms, driving follower growth and increased content engagement.
- Collaborate with campus departments in developing an integrated marketing strategy and launch; provide updates throughout the production process to ensure launch stays on track and on strategy.
- Drive the end-to-end creative development process - shape the messaging strategy, design campaign graphics, shoot and edit videos, lead production for all assets (social graphics, website ads, flyers)
- Oversee creative studio deliverables - partner with PR Director on production schedule, determine print quantities, instructions, and final production.
- Develop and implement brand standards across the college to ensure brand integrity and consistency.

Baldwin Publishing, Washington Crossing, PA 9/16 - 1/18 Graphic Designer

- Designed custom illustrations and wellness infographics for healthcare entities, enhancing content marketing efforts.
- Edited videos for in-house nutrition demonstrations, contributing to the promotion of healthy lifestyle initiatives.
- Implemented a file asset management system to streamline workflow and improve productivity.

AmeriHealth Caritas, Philadelphia, PA 5/11 - 9/16 Senior Graphic Designer

- Led design initiatives for pharmacy benefits management and behavioral health lines of business, delivering impactful marketing collateral.
- Developed creative design packages for new business pitches, contributing to the acquisition of key clients.
- Directed video initiatives and art directed photo shoots for corporate clients, ensuring high-quality visual content. Developed creative design packages for new business.

Random Alliance, Philadelphia, PA 3/08 - 1/13 Freelance Senior Designer

- Provided marketing solutions for small companies, delivering innovative design solutions tailored to client needs.
- Organized and facilitated meetings with clients and designers to ensure effective communication and project delivery.
- Developed and implemented branding strategies to enhance client visibility and market presence.



PROFESSIONAL EXPERIENCE (continued)

Merck, Upper Gwynedd, PA 2/11-5/11

Graphic Designer

- Directed the design of healthcare education collateral, ensuring alignment with brand guidelines and educational objectives.
- Initiated style guides for in-house designers, enhancing consistency and efficiency in design processes.

Bank Of America, Wilmington, DE 2/10-1/11

Art Director (Enterprise Creative Solutions)

- Created marketing, advertising, and interactive media campaigns from concept to completion, resulting in increased brand visibility and customer engagement.
- Organized and facilitated meetings with clients and designers, fostering effective communication and collaboration.
- Collaborated with cross-functional teams including Production Artists/Electronic Designers, Art Directors, Copywriters, Account Executives, proofreaders, and supervisors to deliver high-quality projects on time and within budget.

Delaware Investments, Philadelphia, PA11/05-5/09

Graphic Designer/Multimedia Communications Analyst

- Led redesign of Delaware Investments Intranet site.
- Directed and developed web site content.
- Designed award-winning materials including quarterly newsletters and business-to-business communications.
- Collaborated with clients daily on illustrations, photography, and design assignments.
- Photographed events and employees on location for internal and external publications.

WPMT FOX 43, York, PA 8/04-11/05

Graphic Designer

- Designed and organized a rundown during nightly live broadcasts, contributing to smooth and visually appealing program flow.
- Created “over the shoulder” graphics and animated traffic maps on a daily basis, providing essential visual support for news broadcasts

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