

NICO MITCHEM

CREATIVE MARKETING

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NEW YORK CITY

EDUCATION

2021- Present
Expected 2025

COMMUNICATION DESIGN BFA, NEW YORK CITY

Parsons School of Design

GPA 3.9, Dean's List honoree

- Crafted editorial-grade zines and books.
- Designed conceptual marketing campaigns.
- Explored industries like advertising, fashion, and branding.
- Proficient in Adobe Suite, Figma prototyping

2017 — 2021

HIGH SCHOOL DIPLOMA, LOS ANGELES

New West Charter

- California Scholarship Federation entry recipient.
- Contributed to the design of current school uniforms.
- Showcased artwork in various school art shows and earned recognition as Artist of the Year.

INTERNSHIPS

Oct 2023 -Present

LELE SADOUGHI

Graphic Design and Marketing Internship

- Organized files and folders for shoots, e-commerce, and social media graphics using Microsoft Suite and OneDrive.
- Creatively developed graphics and ad campaigns for social channels (Instagram, email, TikTok).
- Production assistant on set for collaborations with the NBA.
- Collaborated in-office, contributing to brainstorming sessions, content reviews and pitching ideas to the Creative Director.

Aug 2022-Present

EVISU JEANS

Marketing Assistant

- Redesigned a comprehensive 50-page brand book.
- Brainstormed and developed campaigns.
- Opening of the first US location with marketing activations.
- Designed PR packages and crafted letters sent to celebrities and

Jul 2021 — Aug 2021

THE WOO AGENCY

Production/Office Assistant

- Adapted and thrived in a professional office dynamic.
- Collaborated with senior representatives to brainstorm future shoots, contributing my creative skills.
- Orchestrated logistics for filming days and ensured organizational efficiency.
- Served as a production assistant on commercial shoots.

EXPERIENCE

2020-Present

HELLBENT WORLDWIDE

Clothing Brand Owner

- Conceptualized brand identity and crafted a distinctive graphic style.
- Compiled and analyzed product, market, and customer data to generate informed sales and profit projections.
- Collaborated with product development teams to enhance products based on customer interests.

2021-2022

ALLSAINTS

Stylist/Visual Merchandiser

- Consistently a top seller for multiple months while working part-time, maintaining an average of around \$40,000 in monthly sales.
- Proactively curated pieces from the collection for personal clientele in advance.
- Received multiple press pulls from publicists and stylists.

STATEMENT

Current Parsons School of Design student majoring in communication design. I am a pragmatic and creative thinker, I connect well with people and clients. Committed to continuous improvement, I offer innovative ideas with efficient communication. Proficient in crafting effective marketing strategies for advertising and social media, I stay attuned to current markets and trends. Embracing smooth team dynamics, I enjoy collaborating with peers for successful outcomes.

SKILLS

- Adobe Suite
- HTML,CSS, Javascript
- Excellent Communication
- Branding
- Creative Direction
- Social and productively interactive with co-workers

REFERENCES

Justin Kordidis

Marketing Director

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