



NICHOLE KOPONEN

Creative & results driven graphic designer with a BFA in graphic design, specializing in brand identity, visual management, & multimedia campaign execution. Passionate about staying up to date on current design trends to deliver innovative marketing & web solutions.



EXPERIENCE

Madwire — *Content Marketing Specialist - Designer*
DECEMBER 2015 - MAY 2026

Designed and executed compelling marketing content across print, digital ads, websites, blogs, and email campaigns. Leveraged cross-team collaboration to drive brand identity and social media engagement in a fast-paced environment. Integrated AI for content creation and optimized designs to meet strict performance goals.

F+W Media/Interweave Pres — *Production Designer*
AUGUST 2010 - AUGUST 2015

Produced print and digital content, prepared content for press and web, developed templates, created interactive PDFs and eMagazines, and ensured consistent, high-quality visuals across platforms under tight deadlines.

EDUCATION

2008 Colorado State University

- ▶ Bachelor in Fine Arts in Graphic Design
- ▶ Minor in Art History

2005 Aims Community College

- ▶ Associate in Liberal Arts

REFERENCES

Shania Buchanan

Director of Marketing Services - Madwire
970-287-1577

Michael Koldeway

Digital Director - Evolute Inc.
727-771-5634

Letters of recommendation are available upon request.

SKILLS



- ▶ Website development & management including: Wordpress, Shopify, Wix, Squarespace, & Big Commerce.
- ▶ Knowledge of HTML/CSS.
- ▶ Developing content for digital & print publications, social media & eMagazines.
- ▶ Managing & executing projects from concept to completion.
- ▶ Excellent written and verbal communication skills.
- ▶ Collaborating across teams & departments.
- ▶ Utilizing AI tools for content creation, design & marketing communications.
- ▶ Video ad generation & multimedia campaign execution.

AWARDS

- ▶ Received Numerous Awards for Design work - *Madwire*.
- ▶ Winner of annual poster competition for the Bio-Fuels Colloquium - *Colorado State University*.