

# Nicole Pecaro

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CREATIVE DEPARTMENT LEADER WITH  
10+ YEARS OF DESIGN EXPERIENCE  
CONTRIBUTING TO OVER \$50 MILLION  
IN IMPACTED REVENUE

## EXPERIENCE

April  
2020  
to Present

- **Associate Director, Creative**  
Captivate, LLC | 1 year  
Chicago, IL
  - Designed and developed Captivate's 2021 ad sales repositioning direction and client facing PPT.
  - Managed and design Captivate's blog and website to increase website traffic, brand awareness, leads and thought leadership. Increased web traffic 10% month over month.
  - Designed A/B drip campaigns, tested subject line, copy and strategy to generate sales leads. Tracked leads and trends. Worked with sales and customer success.
  - Designed and managed Captivate's first eCommerce revenue generating website. \$10,000+ year to date.
  - Created and lead the mockup designs that contributed to successful new account wins for top brands such as **Campbell's, Hulu, Amazon, United, Paramount Pictures.**
  - Played a key role on the sales support effort that drove a **76% spike in Q4 2019 YoY sales.**
  - Harness data-driven post-campaign analytics to drive improvement in ad recall and U/X.
  - Managed a design team to oversee the creative process from concept to finished product.
  - Produce animated infographics and videos (30 sec to 4 min), ranging from client work to Captivate house ads to drive revenue and brand awareness.
  - Employed best practices and data insights to **drive up to 20% improvements in ad recall.**
  - **Awarded runner-up for Marketer of the Year in 2019.**

April  
2016  
to March  
2020

- **Creative Manager**  
Captivate, LLC | 4 Yrs
  - Supported the sales development and marketing team with creative design and execution of winning proposals for advertisers such as Amazon, American Express, Dropbox, ESPN, Lexus and others.
  - Key accomplishments:**
    - Created and executed over four thousand mockups for client proposals and RFPs.
    - Designed and managed Captivate's three flagship websites, providing global visibility to the company. Captivate.com, Captivate.ca, OfficePulse.Captivate.com
    - Managed, designed and trained team members to administer our US and Canadian site that has generated over \$500K in client revenue since redesign in 2016.
    - **Won the 2017 Marketer of the Year Award.**

Jan  
2009  
to March  
2016

- **Pecaro Designs, Inc.**  
Principal and Chief Design Officer | 7 Yrs
  - Successfully designed and launched 50+ websites and created thousands of pieces of collateral and branding material for small to medium sized businesses in the US.

## EDUCATION

- **2015** **General Assembly**  
Certifications  
Chicago, IL  
Front End Development  
U/X Design
- **2008** **University of Dayton**  
BA Fine Arts

## CORE COMPETENCIES

Creative Development & Strategy  
Creative Team Management  
Responsive Cross-platform Design  
Website and Social Media Development  
U/X Design  
Marketing | Demand Gen Strategy  
Data-driven Decision-making  
Digital Strategist  
Brand Storytelling  
Team Training  
Self Motivated  
Team Player & Good Listener  
Honesty & Integrity

## TECHNICAL SKILLS

Microsoft Office	PowerPoint
Adobe Creative Suite	HTML5/CSS
Photoshop	WordPress
Illustrator	Google Analytics
InDesign	Facebook Manager
After Effects	SEO/SEM

## WORK SAMPLES

[Pecarodesigns.com](http://Pecarodesigns.com)