

Nicole Pecaro

CREATIVE LEADER WITH 10+ YEARS OF DESIGN EXPERIENCE & IMPLEMENTED MARKETING AUTOMATION & DIGITAL STRATEGIES

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Won 2017 Marketer of the Year & Runner Up in 2019 | Contributed \$50M+ in Impacted Revenue | Achieved 2021 Website KPI Goals

EXPERIENCE

2020 • Captivate, LLC (Chicago, IL) | 2016–Present

Associate Director, Creative | 2020–Present

- Managed and designed Captivate's new blog and website to increase website traffic, brand awareness, leads and thought leadership.
- Increased web traffic 10% month over month and hit our annual goal.
- Designed A/B email and digital campaigns, tested subject line, copy and strategy to generate sales leads. Tracked leads and trends.
- Tracked Google Ads and created high quality score landing pages.
- Tracked social media trends. Increasing website traffic 50%.
- Designed and developed Captivate's 2021-22 re-branding from core deck presentation, digital creative and materials.

2016 • Creative Manager | 2016-2020

- 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 solution to finished product.
- Employed best practices and data insights to **drive up to 20% improvements in ad recall.**
- Supported the sales and marketing team with creative design and execution of winning proposals for advertisers such as **Amazon(1MM), AMEX(900k), Hulu(500k), Lexus(2MM) & others.**
- Produce animated infographics and videos (30 sec to 4 min), ranging from client work to Captivate house ads to drive revenue and brand awareness.

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.

2009 • Pecaro Designs, Inc. 2009-2016

Principal and Chief Design Officer | 7 Yrs

- Developed various digital strategies for startups, working in close conjunction with C-level executives.
- 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.
- Developed PPC and social media campaigns that grew target audiences.
- Trained and consulted clients on website and social media management.

EDUCATION

2015 • General Assembly

Certifications

Chicago, IL

Front End Development
U/X Design

2008 • University of Dayton

BA Fine Arts

CORE COMPETENCIES

Ideas Generator
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
Strong Analytical Skills
Brand Storytelling
Team Training
Self Motivated
Team Player & Good Listener
Honesty & Integrity
Excellent communication skills

TECHNICAL SKILLS

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

WORK SAMPLES

PECARODESIGNS.COM