

# ZACHARY A NIXON



5029 Gables Lane

Atlanta, GA 30350

614.260.0348 | zacnixon@gmail.com | www.thezacnixon.com

## TECHNICAL SKILLS

**Adobe Creative Cloud** - Experience using all programs in the Creative Cloud. Expert level with Photoshop, Illustrator, InDesign and Acrobat.

### Coding:

HTML 4 & 5, CSS, Action Script,

Javascript - learning

### Microsoft Office Suite

### Computer Aided Drawing (CAD):

AutoCAD, CADKey

### Cinema 4D

### Production Management

**Print:** Pre-press / Proofing, Press checking, Production

**Digital:** Advertisements, Social Media Assets, Powerpoints, Templates

### User Experience

### User Interface

### Asset / File Management

### Mac Operating Systems

### PC Operating Systems

### SLR Camera Operation

## EDUCATION

### Bachelors of Fine Arts - June 2008

Major: Art and Technology

Minor: Design - Visual Communication

Expanded Studies: Engineering

The Ohio State University  
Columbus, Ohio

### Diploma - June 2002

Technical Preparatory program for Engineering and CAD  
Lancaster High School  
Lancaster, Ohio

## PROFILE: CREATIVE SERVICES/LEAD

I earned my Bachelor's of Fine Arts degree in Art and Technology and have also acquired a minor in design with a concentration in visual communication. I have been professionally designing and managing websites, graphics, illustrations, business collateral, marketing themes, brands and clothing since 2004. I have experience as a creative designer for many different industries in print and digital media. I am highly capable in both self managing projects as well as having been a team leader/contributor with my job experience. I match my style to what the customer is looking for through visual communication by working with brand identity, overall style consistency and visual appeal. I am able to adapt different projects/situations at the same time and have experience training and leading others on projects, print processes and photo shoots to achieve the best end result.

## PROFESSIONAL EXPERIENCE

### CONSULTING SERVICES

May 2004 – Current

I create marketing collateral and web/digital graphics for companies of many different sizes and market genres. I help companies create a feel and theme to what they are doing with their end user in mind, communicating the idea, but staying within the allotted budget for the company. I have been working full-time as a Senior Graphic Designer / Associate Creative Director with a temp agency since April, 2016.

**Clients include:** OmniMax International, Inc., Red House Marketing, Columbus Department of Public Utilities, Gresham Smith and Partners, RJM Stamping Company, AmeriCheer Inc., Phlex Fitness, Ohio Twisters All-Star Cheerleading, Integrity Gymnastics and Cheerleading, Dublin Thunders Cheer and Dance (Dublin, Ireland), Casto Muscle Foundation, Citizens for Humane Action, Ability Chiropractic, AAA Background Checks, Lancaster High School Band of Gold, The Cheer Combine, CrossFit Grinder and others.

### INSIDE PUBLICATIONS LLC

#### Marketing Coordinator

September 2015 – March 2016 Atlanta, Georgia Area

In this position, I was in charge of all of the social media posts, social media communications to the clients questions, email blasts, website updates, purchase/profit tracking, blog posts as well as creation of the graphics for all of these items. The social media platforms used were Facebook, Twitter, Instagram and MailChimp. I used Hootsuite to keep track of the social media as well as schedule future posts. These items were done for 3 different major publications as well as 2 other minor publications and 2 annual publications. While with Inside Publications we also started a radio show titled Drive To Gold in which I was involved in the overall marketing concept, creating the logo and all graphic design, building and updating the website and scheduling clients/athletes to appear on the show for interviews. All of this was done in coordination with creating the graphic design overflow when needed.

### OHIO DEPARTMENT OF HEALTH

#### Electronic Design Specialist

December 2012 – September 2015 Columbus, Ohio Area

I assisted over 120 programs in their needs for marketing collateral and graphics such as folders, forms, buttons, banners, posters, website images, websites etc. While at ODH, I assisted in the re-design of both our internet and intranet sites. I also assisted many programs in updating their current pages with graphics and logos. I themed and created our state fair booth along with all of the images, info graphics and handouts. I also created billboard and ValPak coupon marketing campaigns that ran state wide for the Ohio Tobacco cessation programs, Safe Sleep campaign and Creating Healthy Communities. Through all of these endeavours I dealt directly with the procurement officer to make sure they had the correct print and product specifications to save time and be within the programs budget, while communicating their message clearly.

### SAFELITE AUTOGLASS

#### Customer Service Representative - Team Lead

December 2011 – December 2012 Columbus, Ohio Area

I took inbound phone sales calls and assisted the customer in either a sale or customer service. Using the knowledge gained from sales training, I lead my team in sales statistics by way of number of sales and retention of sales as well as other statistics. I assisted in training new employees, helped manage the floor and track our company statistics to maximize profitability and hit the weekly/monthly/quarterly/yearly budgets.

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## PROFESSIONAL DEVELOPMENT

**Market America  
NutriMetrix  
Medical/Genetic Marketing**  
2010  
Long Island, NY

**Market America  
National Convention  
Marketing**  
2010  
Greensboro, NC

**Market America  
World Convention  
Marketing**  
2009  
Miami, FL

**Market America  
Regional Convention  
Marketing**  
2009  
Pittsburgh, PA

**Online Technical Tutorials**  
Computer Arts Magazine  
www.computerarts.co.uk

**Online Technical Tutorials**  
Before and After Magazine  
www.bamagazine.com

**Online Instruction**  
Team Treehouse  
Coding - CSS, HTML, Business Concepts  
www.teamtreehouse.com

**Online Instruction**  
Skillshare  
UX, UI, Design Business Concepts  
www.skillshare.com

## PROFESSIONAL EXPERIENCE CONTINUED

### AMERICHEER INC.

#### Graphic Designer

June 2007 – May 2011 Westerville, Ohio

I was the in-house Graphic Designer and lead graphics consultant for AmeriCheer Inc. I designed new apparel for AmeriCheer Inc.'s clothing line "Victory Wear" and all of the Event T-Shirts for their respective event seasons. This includes all summer camps taught nationally and all events held nationally and internationally. I have also designed ads for Inside Cheerleading magazine, American Cheerleader magazine, Cheer Coach & Advisor magazine and many local newspapers. I helped create a theme and feel for an entire season though my graphics with the companies point of view in mind (budget). I increased profits by keeping jobs in house that normally would have to be designed out of house. This saved the company upwards of \$15,000 per year. I also increased the profits of Victory Wear by creating designs that sold out at events and competitions. This job was held in conjunction with being the Cheer Gym Coordinator.

#### Instructor, Manager, Guest Services

June 2001 – March 2008 United States

I was initially hired as an apprentice in the summer staff program. I advanced through the ranks as a summer staff instructor, head instructor, the head of staff, guest service specialist, and camp manager. I maintained a level of excellence and integrity increasing retention year to year.

## RECOMMENDATIONS

### Laura Lloyd

Owner, RJM STAMPING CO.

*"Zac Nixon is a creative, extremely dependable and honest employee. Zac starts working by fact finding about the type of business he is working for, to learning their final products that are sold. Once Zac has all of the details and fact finding completed it appears his creativity goes into process. Zac takes steps along the way to show what some of his ideas are, so that not to waste your time and money by going ahead too far with an idea you may not want. The work he has completed for RJM Stamping Co. always gets my customers and potential customers attention due to the unique designs, layout of our products and colors he used. He is extremely creative and you will end up with a piece or project or brochure etc. that you will not see anywhere else!"*

### Erica (Kakish) Polek

Senior Talent Acquisition Coordinator at inVentiv Communications

*"Zac directly reported to me as a Summer Instructor at AmeriCheer. I knew I could always count on Zac to make a lasting impression with our clients- the teams who attended camp! Zac is energetic, professional, motivated and extremely knowledgeable. I would highly recommend Zac- you'll be impressed!"*

### George Gantzer

Digital Visualization Specialist

*"Zac was a very diligent student and he yearned to learn far more than what the course offered! He would turn in his projects ahead of the deadline and he produced high quality work. Zac constantly wanted his work critiqued so that he could improve it. When Zac struggled with a concept he would come to class early and resolve the issue immediately. Zac has dedication and craving for constant growth."*

### Jeffrey Smutny

Senior Procurement Specialist, Global Procurement at Abercrombie & Fitch

*"My interaction with Zac was primarily based around the classes that he took in the computer lab that I managed. He always impressed me with the creative solutions that he came up with for his assignments. He was a very diligent student who wasn't afraid to work the time necessary to get his assignments completed correctly. He was one of the most creative and hard-working individuals that I have encountered."*