

# MIRANDA NICKELL

GRAPHIC DESIGN | SHOPPER MARKETING |  
BRAND DEVELOPMENT

## CONTACT

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## PROFILE SUMMARY

Senior Director of Marketing with over 14 years of experience in leading marketplace design, product development, and asset management. Expert in POS design, product branding, social media, and commercial campaigns. Skilled strategist with a successful track record of cultivating growth and creativity in both established and emerging brands.

## EDUCATION

2020 - 2022

**PENN STATE UNIVERSITY**

- Bachelor of Design - Digital Multimedia Design
- *Summa Cum Laude*

2021

**PENN STATE UNIVERSITY**

- Certificate in Digital Art

## WORK EXPERIENCE

**Clear Cut Brands**

2022 - 2024

Senior Director of Marketplace Design & Development

- Executive ownership of brand guidelines, POS materials, and product schematics for multiple product lines.
- Managed asset creation and lifecycle across departments, ensuring brand consistency and market appeal.
- Collaborated with external partners and distributors to ensure product quality and brand standards.
- Directed social media strategies, influencers, celebrities, athletes, and collaborative partnerships.

**The Connor Group**

2021 - 2022

SEO Director

- Achieved top search rankings for 90% of properties within 6 months.
- Optimized copy, landing pages, and conducted keyword research
- Designed and developed company branding, app and web experiences (UX), for 35+ properties
- Managed photoshoots for properties for website usage

**Fitani Hybrid Fitness**

2009 - 2021

Owner, Director of Marketing & Web Design

- Developed sales forecasts, marketing plans, and digital media content for multiple gyms.
- Executed digital, OOH, print, and copy across multiple successful marketing campaigns.
- Planned, wrote, and presented at health/wellness expos and publications.

## EXPERT SKILLS

- Design Software: Adobe Illustrator/Photoshop/After Effects/Figma/Blender 3D Software
- Product Design
- Brand Development
- Typography, Color Theory, Composition
- Web Design & Development

## BUSINESS SKILLS

- Project Management
- Brand Governance
- Leadership/Teamwork
- Effective Communication
- Critical Thinking