

NICOLE MERCADO

CREATIVE DIRECTOR

 NICOLEMARIEDESIGN.COM |  NICOLE.M.MERCADO@GMAIL.COM

SUMMARY

Empathetic and systems-focused creative leader specializing in B2B Marketing and brand messaging, Social Media, Email and Digital advertising, Creative Production, and building trusted, collaborative cross-functional teams.

SKILLS

Systems Thinking
Creative Production Tooling
Team Building & Mentorship
Brainstorm Facilitation
Creative Strategy
Brand Marketing
Social Media
Video Production
Adobe Creative Suite
Figma
Workfront
Jira

EDUCATION

Bachelor of Science (B.S.)
Communications Media

Fitchburg State University
Fitchburg, MA

REFERENCES AVAILABLE

EXPERIENCE

WAYFAIR, LLC – BOSTON, MA

Creative Director, Wayfair Professional
Nov. 2025–Present

Associate Creative Director, Wayfair Professional
Sept. 2018–Nov. 2025

Build, manage, and support a team of designers, copywriters, stylists, and freelancers for a recognizable and reliable furniture & fixtures supply brand, tailored especially to business customers.

Initiatives lead resulting in, among others:

- +300% impressions YOY in Organic Social
- Automations providing a 70% reduction in asset-creation time for promotional marketing production
- Scalable toolkits and processes for outsourcing of video, design, and motion graphic production
- Improved creative briefing & input standardization

CRAFT WORLDWIDE, BOSTON – FRAMINGHAM, MA

Associate Creative Director, Staples
Jul. 2016–Sept. 2018

Concepting, pitching, and working closely with our client to deliver design systems – leading formation and translation of branding elements for the digital space. Art direction for photoshoots and omni-channel campaigns.

STAPLES, LLC. – FRAMINGHAM, MA

Lead Designer, Email & Digital Media
Feb. 2014–Jul. 2016

Aug. 2011–Feb. 2014
Associate Designer, Staples Advantage

Lead the creative execution of projects ranging from email marketing campaigns and landing pages to direct mail and promotional collateral.

Piloted and developed self-serve asset hub, providing on-demand targeted and bespoke communications for Field Marketing & Sales.

PHOENIX MEDIA GROUP – BOSTON, MA

Editorial & Advertising Designer
Jan. 2007–Aug. 2011

Ad design, handling, and pre-flight for *Boston*, *Providence*, and *Portland Phoenix*, *stuff@night* Magazine, *Boston Celtics Yearbook* and *Boston Bruins Yearbook*. Editorial Lead for *Portland Phoenix*.