# Nicole Mercado

CREATIVE LEADER • SYSTEMS THINKER • CULTURE VULTURE

### **ABOUT ME**

I have a passion for creating engaging and effective messaging that meets the goals of both clients and customers. I take pride in being a hands-on resource, supporting both my team and cross-funtional partners, delivering high-quality creative.

2018 - PRESENT

## WAYFAIR

## **ASSOCIATE CREATIVE DIRECTOR**

- Lead production of multi-channel campaigns for Wayfair's \$2.2B B2B platform, Wayfair Professional
- Built and managed a team of designers and freelancers
- Spearheaded creative strategies for organic social, experiential marketing, triggered email, and more

2011 - 2018

# STAPLES / CRAFT WW ASSOCIATE CREATIVE DIRECTOR

- Lead the creative execution of projects ranging from email marketing campaigns and landing pages to direct mail and promotional collateral.
- Spearheaded templatization and automation of daily marketing emails and sales materials.
- Recipient of Staples Founders' Grant and Innovator Award

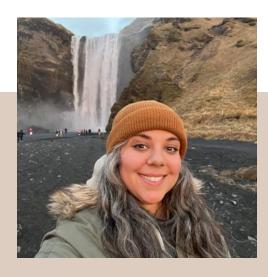
2007-2011

# PHOENIX MEDIA AD & EDITORIAL DESIGNER

- Managed editorial design of alt-weekly The Portland Phoenix
- Collaborated closely with Traffic and Sales to produce advertisements for *The Boston Phoenix*, *STUFF Magazine*, and 101.7 WFNX radio station.

# **EDUCATION**

Fitchburg State University – BS Communications Media Magna Cum Laude – Lambda Pi Eta Honor Society



#### CONTACT

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in NICOLEMERCADO

#### **SKILLS & INTEREST AREAS**

**B2B BRAND BUILDING** 

**DIGITAL SYSTEMS & DESIGN** 

**CREATIVE PRODUCTION** 

**EMAIL MARKETING** 

**ART DIRECTION** 

**SOCIAL MEDIA STRATEGY** 

**CUSTOMER STORYTELLING** 

**CUSTOMER OUTREACH & EVENTS** 

**TEAM MANAGEMENT** 

**DEI INITIATIVES** 

