

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-functional 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 templating 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

NM
NICOLE MERCADO
DESIGN