

# NICK RADACHI

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## PORTFOLIO

Visit my design portfolio at <http://nickradachi.com>

## EDUCATION

University of Arizona  
Bachelor of Science  
December 2010

- Nutritional Science Major
- Chemistry Minor
- Ruth Cowden Collegiate Scholarship Recipient

## TECHNICAL SKILLS

Design Tools:

- Photoshop [expert]
- Illustrator [expert]
- InDesign [expert]
- AfterEffects [proficient]
- Premiere Pro [proficient]
- Adobe XD [proficient]
- Wordpress [expert]

Marketing Platforms:

- Constant Contact [expert]
- Podium [expert]

Coding Languages/Platforms:

- MySQL [proficient]
- HTML & CSS [advanced]

Microsoft Office:

- Word/Excel/PPT [proficient]

## PERSONAL

- Head of brand management and merchandising for folk band The Bird Dogs

## HOWARD AIR | marketing coordinator

7/2019 - present

- Responsible for developing and maintaining website as well as print & digital marketing collateral using Adobe Photoshop, Illustrator, InDesign, AfterEffects, Premiere Pro, XD and Wordpress
- Creating and distributing digital display and CTV/YouTube ads as part of our monthly marketing deployments, contributing to 11% growth in new lead generation to date
- Developing and implementing monthly Every Door Direct Mail deployments to attract new customers outside of our existing database,
- Optimizing maintenance agreement renewal strategy with enhanced email UX and SMS texting campaigns bringing record-high renewal rates using Constant Contact and Podium platforms

## THE PCR AGENCY | multimedia director

10/2018 - 7/2019

- Responsible for crafting custom multi-media design solutions across graphic, social, web, video and print platforms for portfolio of 33 accounts in the Phoenix area
- Served as primary point-of-contact to retainer clients for website, merchandise, apparel, marketing and promotional items
- Developed and managed business relationships for company portfolio by supporting key accounts with their visual communication needs resulting in 9% increase in 2019

## EDLEN IMAGING | vice president

2/2014 - 9/2018

- Developed domestic and international business-to-business relationships with 5 medical device manufacturers and 11 distributors to develop, modify and brand dental imaging products for dental professionals
- Managed 3 global sales managers and sales continuum to forge market presences in India and China
- Successfully led entire FDA certification process for new dental technologies including writing and developing all required product documentation with strict adherence to federal FDA requirements and regulations
- Maintained medical device facility compliance in all business practices in accordance with ISO-9001/13485 quality standards & successfully passed 1st federal USFDA audit
- Utilizing specialized industry proficiencies, served as the primary IT specialist and domestic customer IT support for dental imaging systems

## SIGNATURE GRAPHICS | design lead

2/2012 - 2/2014

- Designed with Adobe Photoshop, Illustrator and wide-format printers to create visual communication solutions for +100 customer base with extraordinary attention to detail, customer criteria and adherence to strict deadlines