

# NICK RADACHI

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🌐 nickradachi.com

Creative, results-driven Graphic Designer & Videographer with +10 years of experience in digital marketing, multimedia design, and brand development. Expert in Adobe Creative Suite, video editing & animation. Adept at executing high-impact marketing campaigns that drive engagement and conversions. Proven track record in developing digital and print media that enhances brand identity and increases revenue. Seeking a creative role where I can leverage my skills in graphic design, videography, and animation to elevate brand storytelling.

## PORTFOLIO

Visit my design portfolio at  
[nickradachi.com](http://nickradachi.com)

## TECHNICAL SKILL

Design Tools:

- Photoshop [Expert]
- Illustrator [Expert]
- InDesign [Expert]
- After Effects [Expert]
- Premiere Pro [Expert]
- Adobe XD [Proficient]
- Adobe Lightroom [Proficient]

Web & Coding:

- WordPress [Expert]
- HTML & CSS [Proficient]

Marketing Platforms:

- Constant Contact [Expert]
- Podium [Expert]

Microsoft Office:

- Word, Excel, PowerPoint [Expert]

Photo/Video:

- DSLR Photography [Proficient]
- Videography (Canon/Ronin/DJI Drone Systems) [Proficient]

## EDUCATION

University of Arizona

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

## PERSONAL

- Solo vocalist & guitarist, part of acoustic sensation Rustic Kreme

## SR. REGIONAL GRAPHIC DESIGNER & VIDEOGRAPHER CHAMPIONS GROUP HOLDINGS

2/2024 - present

- Designed and executed visually compelling ad campaigns using Adobe CC Suite across 19 home services brands, with up to 12 - 46% growth in Southwest brands & over \$13M in revenue in 2024.
- Created YouTube, streaming TV, programmatic video, social media, display ads, email marketing visuals, and print materials for all 19 brands that strengthened brand presence.
- Optimized brand consistency across multiple platforms, resulting in higher conversion rates and 52.1% gross profit in 2024.
- Led video content production & animation for Southwestern brand marketing campaigns, enhancing audience engagement and storytelling effectiveness.

## GRAPHIC DESIGNER & MARKETING COORDINATOR HOWARD AIR

7/2019 - 2/2024

- Spearheaded website design & marketing collateral creation using Adobe Creative Suite, improving brand identity and lead generation.
- Designed and deployed CTV/YouTube ad campaigns, contributing to 11% lead growth and increasing customer engagement.
- Optimized maintenance agreement email UX & SMS marketing, achieving record-high renewal rates through Constant Contact & Podium.
- Created EDDM (Every Door Direct Mail) campaigns, expanding outreach and driving new customer acquisition.

## MULTIMEDIA DIRECTOR THE PCR AGENCY

10/2018 - 7/2019

- Crafted custom multi-media design solutions across graphic, social, web, video, and print platforms for 33 accounts in the Phoenix area.
- Served as primary point-of-contact for website, merchandise, apparel, marketing, and promotional materials for retainer clients.
- Developed and managed business relationships for company portfolio, supporting key accounts and resulting in a 9% client revenue increase in 2019.

## GRAPHIC & WEB DESIGNER, BUSINESS DEVELOPMENT EDLEN IMAGING

2/2012 - 9/2018

- Developed domestic & international B2B relationships with 5 medical device manufacturers and 11 distributors for branding dental imaging products.
- Successfully led FDA certification processes for new dental technologies, ensuring strict adherence to federal regulations.