

# Carol Matthews-Nicoli

Efficient, organized and insightful designer with strong collaborative skills, specializing in social/digital media and brand marketing.

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**experience** **Mammoth NYC Advertising** | Designer  
**Brooklyn, New York | May 2010 – Present**  
:: Delivered digital media campaign elements for entertainment and publishing clients, including Showtime, IFC Films, Sony Home Entertainment, HarperCollins, and The Weinstein Company.  
:: Designed and maintained websites for the above clients.

**Camp Dreamcatcher** | Art Director  
**Brooklyn, New York | Aug 2009, 2010**  
:: Worked with other art director to conceive and execute animation/film projects while volunteering at a camp for children affected by HIV.  
:: Organized and empowered group of inner-city teens by teaching them the basics of film/animation for their senior art project.

**Self-Employed** | Production Assistant  
**New York, New York | Nov 2010 – Present**  
:: Assisted the production crew for a commercial video shoot by anticipating the needs of the director, coordinating props, and melding with the team.

**Strut NYC and BrooklynArtProject** | Social Media Consultant / Designer  
**Brooklyn, New York | May 08 – May 2010**  
:: Established real world understanding of brand development and implementation across print and interactive media.  
:: Managed social media network and web presence of BrooklynArtProject.com, using Twitter, Facebook, StumbleUpon, Digg, SocialOomph, WordPress, et al.

**Internships.com** | Social Media Consultant / Designer  
**Los Angeles, California | Dec 09 – March 2010**  
:: Consulted on clarity of function for a new social media project, while implementing design elements for launch.

**The Writings of Mildred Prada Spera** | Designer / Project Manager  
**Boston, Massachusetts | Sept 09 – Nov 09**  
:: Designed and implemented book layout, including cover design.  
:: Managed printing and publishing through Lulu.com.

**thinkStory.biz** | Designer  
**Los Angeles, California | Sept 08 – Jan 09**  
:: Worked closely with owner of business to develop truly unique and authentic branding identity, including logo, business card, promotional materials and website.

**Corndog Productions** | Designer  
**New York, New York | Feb 08**  
:: Collaborated with producer to design and execute an illustrated production logo

**Egg Design** | Production Designer / Intern  
**Waltham, Massachusetts | June 06 – July 06**  
:: Assisted partners with graphic art production work, the quality of which quickly lead to more complex creative jobs.  
:: Contributed to company efficiency by organizing/managing their web projects.

**education** **Pratt Institute**  
**Brooklyn, New York | Graduated 2009**  
BFA: Communications Design  
Concentration: Graphic Design and Advertising

**Dale Carnegie Training**  
**New York, New York | March 2010**  
Dale Carnegie Course: Sales and Human Relations

**honors** Dale Carnegie Human Relations Award: three times  
Pratt Circle: Graduated with Honors 2009  
President's list at Pratt 2006 – 2009  
Dean's list at Pratt 2005  
Awarded Merit Based Scholarship 2005 – 2009

**skills** Adobe CS5 Suite  
Expert in: Photoshop. InDesign. Illustrator.  
Knowledge of: Flash. Dreamweaver.  
HTML/CSS  
WordPress  
Microsoft Suite