

Nicolas Martel

WEB & GRAPHIC DESIGNER
ECOMMERCE & CMS MANAGEMENT

CONTACT

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EDUCATION

IVY TECH UNIVERSITY

Visual Communications

INDIANA UNIVERSITY

Anthropology Major

Research associate in
underwater science and
archaeology

SKILLS

- Magento CMS
- WordPress
- Adobe Creative Suite
- HTML/CSS/JSON
- Bootstrap
- MySQL migration
- UI/UX
- SEO & Analytics
- Amazon Web Services
- Microsoft Office
- Typography
- Attended the
Supervising and
Managing People
FlashPoint Workshop,
August 2023

WEB EXPERIENCE

Manages ecommerce websites for Solution Tree and Marzano Resources, launching marketing products and establishing new web pages under strict deadlines

Collaborates with a multitude of departments and development teams to fully support increased site functionality and product launches

Manages and supports Solution Tree's WordPress event hubs, requiring project management dexterity among multiple departments and communication styles

Directed third-party vendors to develop and deploy mobile apps for Solution Tree's largest events, those of which topped more than 1,100 registered users

Seeks professional development opportunities in an effort to efficiently and productively perform, including assistance for Magento migrations and deployments

Worked in past roles exclusively with VIP authors for conceptual, customized design of websites using WordPress

DESIGN EXPERIENCE

Developed and designed print display ads, informational packets, brochures, large and small scale signage, catalogs, flyers, web graphics, logos, and multimedia animations

Managed vendor partnerships with household names such as The New York Times, Reader's Digest, Publisher's Weekly and Skymall, including stringent deadlines and weekly changes

Managed and participated in the conception and development of new promotions and services

Led, directed, and trained design teams to create third-party advertisements, marketing materials and website design for authors

JOB HISTORY

2016-present

Solution Tree - Online Marketing Coordinator

2012-2016

Author Solutions - Web Designer Author Marketing Service

2010-2012

Author Solutions - Graphic Designer Marketing Services

2008-2010

Author Solutions - Book Layout Designer