

NICOLE HARDY

MARKETING • GRAPHIC DESIGN • PHOTOGRAPHY

Marketing leader with expertise in creative design and digital marketing. Skilled in managing all phases of marketing projects, including digital, print, photography, videography, social media, and website management.

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MARKETING DIRECTOR | ENCORE RV | ELKHART, IN | 2023-PRESENT

Marketing Strategy & Campaign Management

- Manage all marketing projects from concept to completion, ensuring alignment with company goals and objectives.
- Collaborate with the executive team to align marketing initiatives with business goals, ensuring smooth project execution, meeting deadlines, and staying within budget.
- Oversee all social media profiles, track performance, and create engaging content, including graphics, videos, reels, stories, and interactive posts.
- Design website pages, write and update content, optimize for SEO, and collaborate with web professionals to resolve technical issues, ensuring optimal website functionality.
- Ensure consistent brand messaging across all platforms, driving growth in engagement, followers, and visibility while staying ahead of trends.
- Analyze social media and website analytics to make data-driven decisions and refine marketing strategies.

Creative & Content Development:

- Direct, stage, and photograph lifestyle photoshoots and videos for marketing materials.
- Photograph and edit product images for features, parts, and promotional content.
- Design and produce marketing materials, including advertisements, brochures, graphics, floorplans, newsletters, and other promotional content.
- Write and edit copy for print and digital marketing materials, ensuring clarity, consistency, and alignment with brand messaging.

Branding & Partnerships:

- Manage the design, sourcing, and ordering of branded apparel and promotional merchandise.
- Collaborate with dealers and vendors for social media partnerships and marketing opportunities.
- Engage loyal customers to amplify brand presence through co-created content and customer-driven marketing.

Project Management:

- Coordinate with print vendors to manage all print projects, from ordering to file setup.
- Work with magazine representatives to design and place advertisements and press releases, ensuring alignment with brand objectives.
- Collaborate across departments to ensure successful project execution and alignment with organizational goals.

Additional Responsibilities:

- Manage the online store for parts and accessories, ensuring a seamless user experience.
- Assist in the planning and execution of RV Open House shows, overseeing event details and logistics.
- Plan and execute company events.
- Lead community outreach programs, introducing visitors to the facility and promoting entrepreneurship.

Achievements:

- TikTok: Increased following from 87 to 4,064, with views reaching 1.5M in one year.
- Instagram: Increased following from 477 to 1,246, with 193.7K total views in one year.
- Facebook: Increased following from 1,365 to 2,324, and page likes from 980 to 1,701 in one year.
- Additional Platforms: Increased growth on LinkedIn, X, and YouTube.
- Manage Facebook paid ad campaigns and boosted posts to drive targeted traffic, increase visibility, and enhance engagement.

Software & Tools Expertise:

Adobe Creative Suite, Canva, Microsoft Office, Sprout Social, Meta Business Suite, Constant Contact, CapCut, iMovie, WordPress Elementor

OWNER & LEAD PHOTOGRAPHER/GRAPHIC DESIGNER, IMPULSE IMAGERY BRISTOL, IN 2010-2024

- Manage all aspects of business operations for a photography and graphic design company, serving clients of all sizes.
- Drive business growth by generating new opportunities through networking, marketing, and advertising strategies.
- Captured high-quality images for clients, including portraits, weddings, events, and product photography, ensuring a creative and personalized approach for each project.
- Coordinated photoshoots from concept to execution, including location selection, lighting setup, and post-production editing.
- Designed and edited marketing materials, including brochures, flyers, and digital assets, to align with client branding and promotional needs.
- Manage client relationships, providing creative direction and consultation to ensure satisfaction with final products.
- Collaborate with clients to tailor designs and incorporate feedback throughout the design process.
- Handle client meetings, administrative tasks (contracts, quotes, invoicing), and deliver excellent customer service.
- Troubleshoot technical issues related to equipment, software, and digital processes.
- Hire, train, and supervise assistants for photography events.
- Lease and manage studio space, overseeing all operational and logistical needs.
- Research, purchase, and maintain necessary equipment, software, and hardware.
- Create and instruct photography classes for aspiring photographers.

GRAPHIC DESIGNER, DAS DUTCHMAN ESSENHAUS, MIDDLEBURY, IN 2009-2014

- Designed and finalized graphic projects, ensuring brand consistency across all departments. Provided professional photography for marketing materials and events.
- Coordinated with print vendors for timely project completion.
- Collaborated with management on marketing and design initiatives to support business objectives.

ADOBE PHOTOSHOP INSTRUCTOR, INDIANA UNIVERSITY, SOUTH BEND, IN 2002-2005

- Worked as adjunct faculty, instructing continuing education courses in Adobe Photoshop and providing hands-on training to students.
- Developed and prepared class assignments and projects to support course objectives and enhance student learning.

GRAPHIC ARTIST, THE ELKHART TRUTH, ELKHART, IN 2000-2004

- Produced high-quality ads for the newspaper under tight deadlines for timely publication. Collaborated with sales to create ads and special sections, meeting client and publication needs. Maintained effective communication within a team environment.
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EDUCATION

Purdue University
Associates of Science,
Computer Graphics Technology,
2000-2002

VOLUNTEER ROLES

Granger Community Church,
Photographer
Eastwood Elementary School
and Elkhart High School,
Photography & Graphic Design

ACHIEVEMENTS

- Published photography in the Wedding Mag.
- Awarded "Best of Weddings" for photography from The Knot in 2019, 2021 & 2022.
- Certificate in Integrative Wellness Counseling from New Eden School of Natural Health, March 2023.

PORTFOLIO

www.nicolehardycreative.com

REFERRALS

References available upon request. For additional recommendations, please visit my LinkedIn profile