

IVELINA NIKOLOVA

portfolio: ivelina.com

SKILLS

Design & Web Scripts	Adobe CS3: Photoshop, Illustrator, InDesign, Dreamweaver, Flash HTML, DHTML, CSS, JavaScript, PHP
Managerial Languages	Project Management, Art Direction, Account executive, Customer Service, B2B Communication Fluent in French, Spanish, & Bulgarian. Working knowledge of Russian

EXPERIENCE

Ivelina.com Graphic Design & Web Development **October 2005 – present** Philadelphia, PA
Owner, Creative Director, Project Manager, Graphic & Web Designer

- As an independent Art Director and Designer for over 3 years, I have developed impeccable time management, client retention, customer relations, presentation, and communication skills. My work as a business owner and Senior Designer requires impeccable organization, attention to detail, and ironclad follow through.
- As Creative Lead, I guide projects from concept to final delivery. Where necessary, I put together a team of professionals and manage their work to the satisfaction of the client.
- My work involves, but is not limited to: Conceptualizing and implementing large scale professional web sites and marketing campaigns, Branding, Start-up Marketing Consults, Web Presence marketing, Creating and deploying e-mail campaigns, Improving and maintaining Search Engine Optimization.

PARIS Technologies International Doylestown, PA
Creative Consultant **November 2007 – present**

- I was brought in to set up their Corporate Branding & Marketing Department, to serve as a Senior Creative Director in training junior staff and elevating their marketing efforts to a competitive professional level.
- I assessed and restructured their existing collateral and web products, creating clear, competitive, and fiscally responsible products and best practices for future marketing efforts.
- Re-designed and re-organized their corporate web presence and began a network of Online Marketing microsites.
- I am the lead designer of all corporate collateral materials for print and web
- I proposed, created, and currently maintain various online viral campaigns such as blogs and Wiki portals.

AGS Print, Inc. Wilmington, DE
Graphic Design & Web Development Consultant **September 2007 – December 2007**

- Contract under Ivelina.com
- Developing creative print and web marketing solutions for AGS' clients
- Conceptual and production graphic design
- Web design and development of internal as well as clients' campaigns

Prudential Fox & Roach, The Conway Team Philadelphia, PA
Marketing & Creative Director **July 2005 – January 2007**

- Contract under Ivelina.com
- Account executive – customer relations, Real Estate sales assistant
- Production of Marketing materials and advertisements
- Web development and maintenance

Drexel University, Department of Planning, Design & Construction Philadelphia, PA
Web Project Manager & Office Manager **Sep. 2000 – Feb. 2005**

I was hired to develop and implement a web based solution for the Architectural and Construction data and drawings of the entire University. The project required 2 years from concept to completion, and the recruitment of 7 part-time programmers and web developers. I was the Lead Engineer / Designer / Project manager on the job, and later, the only one in charge of maintaining and upgrading the system.

EDUCATION

Drexel University, 1997-2003 Philadelphia, PA
Bachelor of Science: International Relations
Undergraduate Minor: Business Administration

Al Jabre, Ecole Secondaire, Spanish Mission, 1992-1995 Casablanca, Morocco