

# NICHOLE HARRIS

## CREATIVE DIRECTOR / BRAND LEADER

Stratham, NH | hellonicholeharris@gmail.com | 603.204.1505 | nicholeharriscreative.com (password: nicwork)

Conceptual and strategic thinker with 20 years experience developing innovative, creative content and driving brand initiatives. Recognized for delivering forward-thinking creative concepts founded upon strategic insights. Valued for clear communication combined with strong interpersonal and collaborative skills.

- SKILLS**
- Creative Vision
  - Inspirational Leadership
  - Strategic Thinking
  - Brand Development
  - Client Relationships
  - Mentor Talent Growth
  - Taking Direction and Giving Feedback
  - Adobe Creative Suite

## EXPERIENCE

### PRECISIONeffect, Boston, MA

#### Associate Creative Director / VP, Creative Director (November 2015–February 2024)

- Build and manage creative teams across multiple accounts, ensuring appropriate resourcing and collaboration with account, strategy, and production to translate marketing objectives into fully integrated conceptual campaigns for clients like Alexion, Biogen, and Takeda.
- Successfully launched newly approved drugs, including Vonvendi, Ayvakit, and Pombiliti + Opfolda, with a suite of concurrently released, consistently branded campaign tactics for both HCPs and patients.
- Lead the agency's most complex and challenging accounts, specifically in oncology and neurology, with a team of art directors and copywriters.

### GYK Antler, Manchester, NH

#### Associate Creative Director / Senior Art Director (September 2012–May 2015)

- Developed brand campaigns and creative design for a diverse range of companies encompassing the financial, retail, tech, and healthcare industries.
- Re-branded United Bank with a comprehensive and strategic branding program that propelled the bank's growth. In just two years, the bank grew into a multibillion-dollar institution, went public, and merged with M&T.
- Played a key role in securing one of the agency's most significant clients, New Hampshire Tourism.

### Brookstone, Merrimack, NH

#### Senior Art Director (January 2007–September 2012)

- Elevated the "Better Than Down" brand by evolving related brand marketing, packaging, and photography, resulting in products selling out within the first week on the market.
- Established and managed brand standards across all digital and traditional merchandising efforts.

### Mullen, Wenham, MA

#### Junior Designer / Senior Art Director (November 2001–December 2007)

- Worked alongside some of Boston's best advertising luminaries, soaking up their expertise and expanding my knowledge base while working on brands like Four Seasons, Columbia, Stride Rite, Panera, and General Motors.

**EDUCATION** Bachelor of Fine Arts (BFA)  
University of the Arts, Philadelphia

**CERTIFICATIONS** Graphic Design Certificate  
Massachusetts College of Art, Boston

**AWARDS** The NEFFIE Award: *United Bank Reassurance Campaign*  
New England Healthcare Marketing Award: *UMass Memorial Healthcare One Decision Campaign*  
American In-House Design Award: *Brookstone Better Than Down Branding and Packaging*