

Using traditional and digital media, the Nike promotional posters provide branding of equality by incorporating diverse textures.

Marisa Nicole

Teaching your old brand new tricks.
 Strategic Brand Planner
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 marisa-nicole.com | 651.308.6101



Objective

To obtain a position in the field of advertising and integrate my creative and professional skills effectively to make a positive contribution to the organization.

Education

The Art Institutes International Minnesota Minneapolis, Minnesota	December 2011
<i>Bachelor of Science degree in Advertising</i>	
Minnesota State University Moorhead Moorhead, Minnesota	August 2005 – April 2009
<i>Focus in Advertising</i>	

Achievements

Advertising Co-Director – Student ran advertising agency The Art Institutes International Minnesota	July 2010 – September 2010
Started the first full time advertising agency The Art Institutes International Minnesota	June 2010 – December 2011
Served on The Art Institutes International Minnesota Branding/Advertising Council	March 2010 – December 2011
National Honor Student / Deans List 3.9 GPA	March 2010 – December 2011
Started the first full time advertising agency at Minnesota State Univ (Fly Paper Inc.)	March 2010 – December 2011
Served as Director for Account Management Services for Fly Paper	

Skills

Focused Areas of Study	Technical Skills
<ul style="list-style-type: none"> • Branding • Public Relations • Market Research 	<ul style="list-style-type: none"> • Microsoft Office Suite • Adobe Photoshop • Adobe InDesign

Professional Experience

Morsekode | Minneapolis, Minnesota | Brand Planning Assistant Intern

- Support account teams with brand strategy assignments
- Research and monitor industry trends
- Collect and synthesize secondary research
- Participates in internal, collaborative work sessions
- Facilitates research for new business development

Carmichael Lynch | Creative Lab | Minneapolis, Minnesota | Brand Planner

- Helped design, advertise, and promote the 30 Days of Creativity (Global Initiative)
- Built comprehensive presentations and case studies for Carmichael of Creativity Project
- Had presentation and case studies published online, and with the Creativity partners, showing effectiveness with the Initiative Global

Fox 9 KMSP News Creative Services Department Eden Prairie, Minnesota Advertising Account Services Assistant / Social Media Intern	August 2010 – December 2010
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- Helped manage, promote, and advertise; high school sports team accounts, My Fox Hockey, and My Fox Football Preps
- Worked with Facebook, Twitter, and LinkedIn; promoting the Fox Preps Sports accounts, also promoting the primetime shows and lineups
- Did market research for increasing web page views and household numbers for the primetime lineup of shows and featured promotional accounts
- Contacted local media via press releases and news releases to promote local events, as well as promote feature games on the Fox Preps Football and Hockey accounts
- Secured sponsorships and web partners for the My Fox Hockey account to increase viewership of the pages

Marisa Nicole
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 Lino Lakes, MN 55014



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Marisa Papsin, a strategic brand planner, wanted a personal brand identity to convey her quirky personality and to include a poodle, which is considered the smartest breed of dogs.

Storage: Store your sweet potatoes in a dry, dark 55 degree F (12 - 13 degrees C) area for approximately a month. Otherwise, use your sweet potato within the week. Never place a sweet potato in the refrigerator. Store your yam in a cool, dark, dry place up to 2 weeks. Never place your yam in the refrigerator.

Nutritional Qualities: Sweet potatoes have high Vitamins A and C. Yams have higher sugar content.

Wine: If you are serving sweet potatoes, are preparing a Fume or a Sy

Spices: cardamom, coriander, juice, lemon, nutmeg, poppy

Equivalent: medium and ch

Preparation: be prepared, boiled, microwave be prepared

SWEET POTATO PIE
8 SERVINGS



GRANDMA'S PHEASANT

Esther Abrahamson

2/3 cup flour

1 tsp garlic salt (I usually use a lot more garlic salt)

2 Pheasants (I halve the Pheasants)

1/4 cup butter

1 tsp worchestershire sauce

2 T Ketchup

2 T flour

1 cup sour cream

2 T chopped Parsley

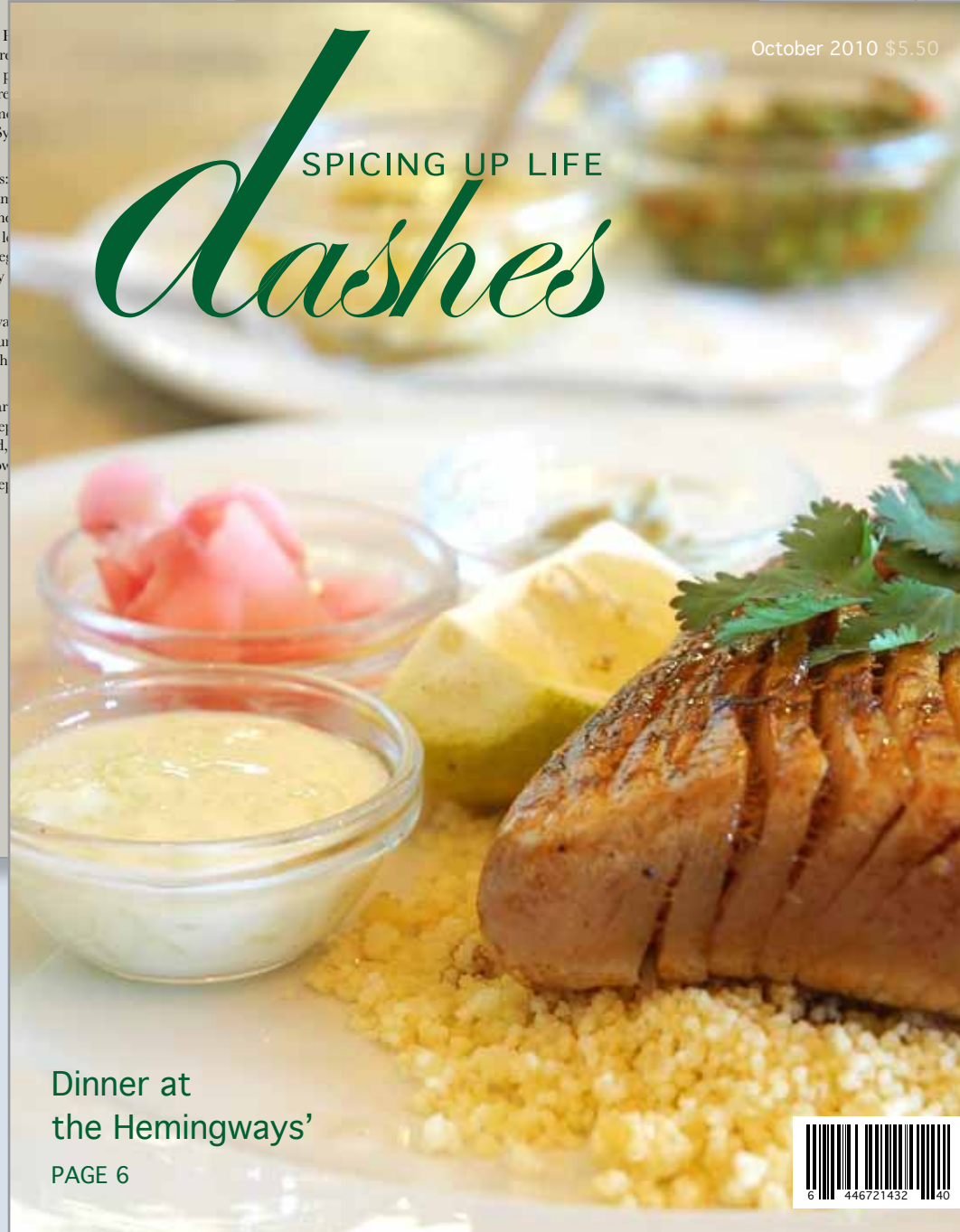
2/3 cup chopped onion

Ground pepper or hot sauce (add to taste)

Combine flour and garlic. Roll pheasant in. Shake off excess. Brown pheasant in 2 tablespoons or more of butter, add one cup of broth (I usually cover the pheasant with broth). Braise for one hour (or more) in pan with lid. In another pan, sauté mushrooms and onions. Stir in other ingredients, except sour cream, until smooth. Remove pheasant from covered pan. Mix drippings from pheasant with other ingredients. Add sour cream (I usually mix a small amount of the drippings with the sour cream before adding to the large pan). Add either ground pepper or hot sauce to taste.

f broth
om slices

ant can cook whole, but will take longer.



October 2010 \$5.50

SPICING UP LIFE
Dashes

Dinner at
the Hemingways'

PAGE 6



BRING *Taste*

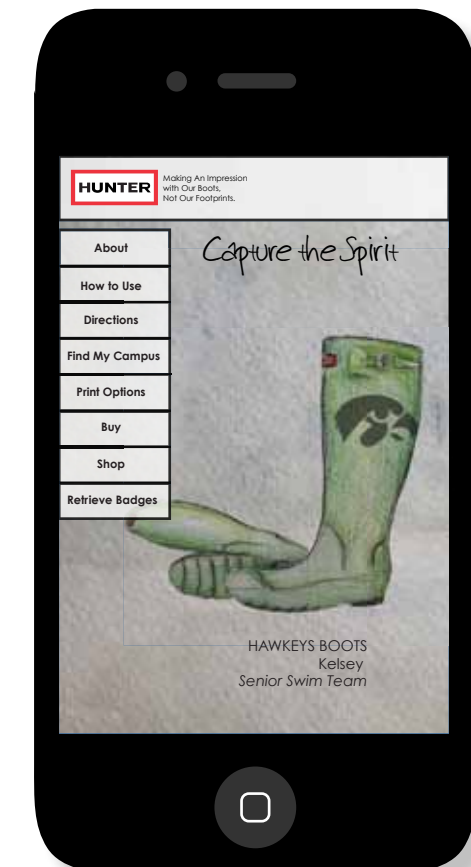
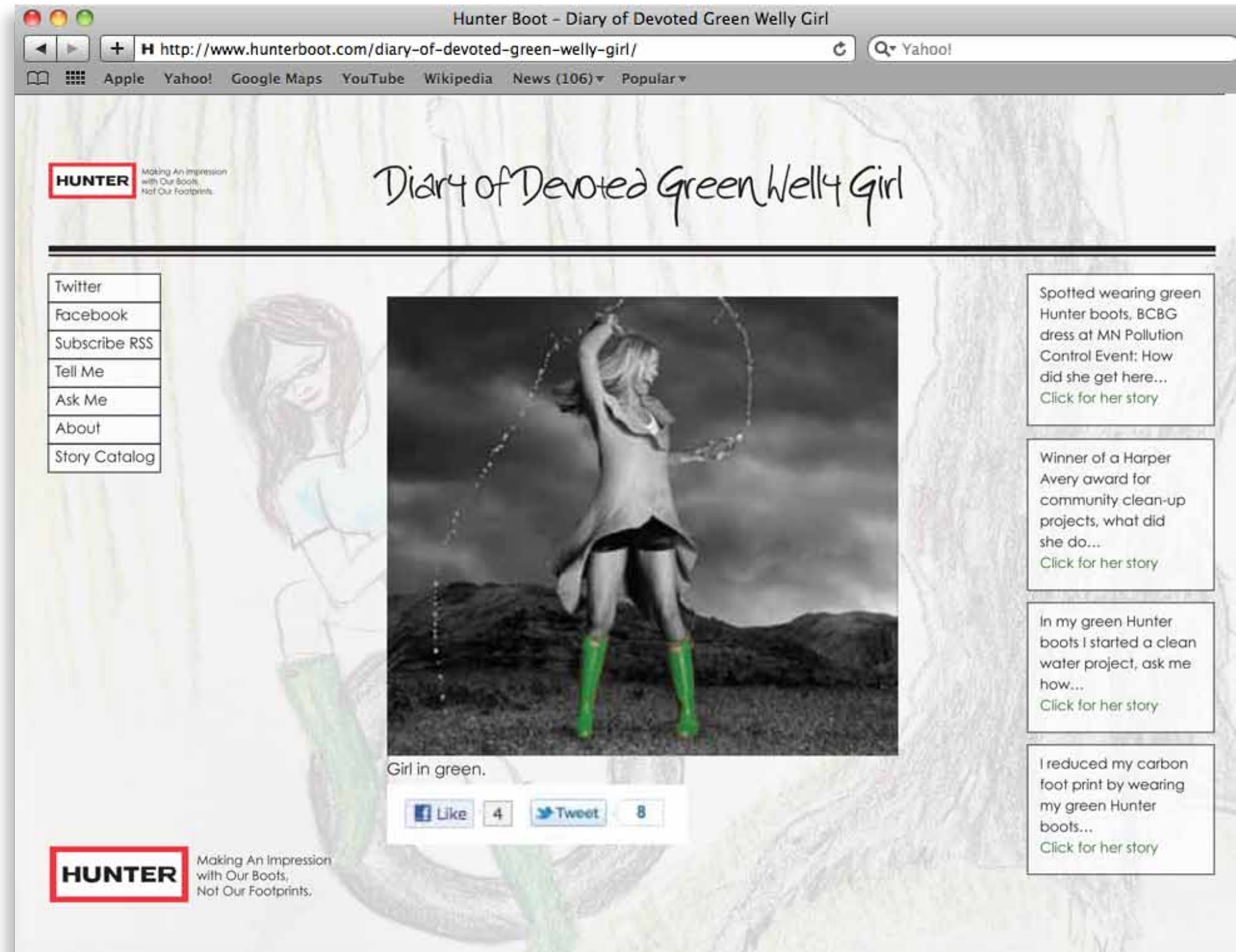
will be open to all who are sharing family recipes. Gather around food and voluntary sharing of family book will be created from all food, and it will be free to all. Even without a recipe you yourself.

June 16, 2009

3276 White Bear Ave.
White Bear Lake, MN 55110

SPICING UP LIFE
Dashes

Dashes "Spicing Up Life" magazine comprises traditional family recipes and related family articles with the style of *Gourmet Magazine*.



“Diary of Devoted Green Welly Girl” is a blog for the eco-chic college student. The iPhone application allows students to get their school logos on their boots.



The Alpha letter punches are used to mark characters on different materials. Packaging and labels allow for an organizational “index” of each punch with a durable box.



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