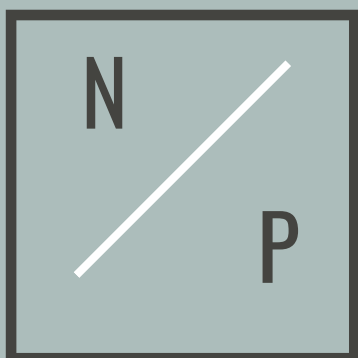




NORA PACHA

CREATIVE DIRECTOR &
GRAPHIC DESIGNER

SKILLS

- Proficient in Photoshop & Illustrator
- Sketching
- InDesign & Acrobat
- Branding
- Copywriting
- Marketing
- Web Graphic & UI Design
- Print Design
- Photographer Management
- Office Suite

EDUCATION

BACHELOR OF ARTS IN ENGLISH
MINOR IN FINE ARTS
PURDUE UNIVERSITY | 2008 - 2011

CONTACT

630.854.0088
NBPACHA@GMAIL.COM
WWW.NORAPACHA.COM

PROFILE

Creative connoisseur offering a unique combination of artistic and analytical skills in both communication and visual mediums. Passion for branding and marketing focused designs. Thrives in collaborative, fast-paced environment.

EXPERIENCE

CHARCUTE - CHARCUTECHICAGO.COM

FOUNDER & CREATIVE LEAD | SEPT 2020- PRESENT

- Built the entire brand and business model from the ground up. Created all brand elements including logo and web design, product packaging, development and ingredients
- Social media content creator. Photographer, photo editor and copy writer for Instagram posts
- Product purchasing and quality assurance manager
- Generated \$55,000 in sales in a 3 month period due largely to online aesthetic and presence

CHICAGO SPORT & SOCIAL CLUB

CREATIVE DIRECTOR | JAN 2016 - DECEMBER 2020

GRAPHIC DESIGNER | MAY 2014 - JAN 2016

- Conceptualize and execute all graphic deliverables for campaigns, event marketing, promotional materials, signage, logos, Google ads and website design
- Lead brand designer and strategist on all event identities and collateral: logos, websites, signage, banners, merchandise and promotional items
- Develop and create strategic re-branding of existing flagship events which garnered greater success in attendance, engagement, sponsorship and financial gains
- Contribute to the development of marketing strategies and materials with copywriting input, social media posts and email structure
- Work extensively with Sponsorship Department to successfully integrate sponsor identities through marketing and on-site promotions, activations and events ; have created assets for brands such as Red Bull, Beam Suntory, Corona Extra, Chipotle, Truly Hard Seltzer

IZO BRANDS

GRAPHIC DESIGNER & WEB ADMIN | 2012 - MAY 2014

- Independently generated and maintained social media posts. Wrote copy and created engaging images and designs based on daily trends
- Conceptualized, executed and developed various website assets such as: slides, modules, banners, artwork, landing pages

AWARDS + PUBLISHING

SSIA AWARDS

NOMINATED FOR MARKETING INNOVATION
FEB 2018

PURDUE'S BELLTOWER- UNDERGRADUATE LITERARY JOURNAL
ARTWORK SELECTED AND PUBLISHED IN JOURNAL
AUG 2011