

Nicole Lagace

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COMMUNICATIONS COORDINATOR . Aging 2000, Warwick, RI . 2002 - Present

Wrote copy for use in television commercials highlighting two grant projects.
Developed new identity for the organization, including revised logo and stationary.
Designed quarterly newsletter and educational materials for statewide distribution.
Designed advertisements for use in publications that target older Rhode Islanders.
Coordinated staff of 13 volunteers to conduct workshops throughout Rhode Island.
Wrote press releases to promote workshops.

GRAPHIC DESIGNER . DotClick Corporation, Boston, MA . 2000 - 2002

Worked with team to develop brand identity of the company and its product.
Helped conduct focus groups to better target site design and function.
Wrote copy and designed look for banner ad campaigns.
Designed database driven pages for a music oriented web site.

GRAPHIC DESIGNER . Co-nect, Inc., Cambridge, MA . 1996 - 2000

Worked with team to design user interface and information architecture of company web site.
Developed graphics, icons and content for company web site and web based software application.
Managed outside vendors in development of web based software application.
Designed print materials for promotional use.
Wrote and designed monthly, online newsletter. Converted online content to print format.

MARKETING ASSISTANT . BBN, Inc., Cambridge, MA . 1994 - 1996

Edited and produced marketing presentations.
Designed layout for department newsletter.
Designed and maintained department web site.

CANVASS DIRECTOR . Massachusetts Public Interest Research Group, Boston, MA . 1993 - 1994

Managed 20 canvassers campaigning for environmental issues.
Recruited, trained and reviewed staff.

PRESS INFORMATION ASSISTANT . C-SPAN, Washington, DC . Spring 1992

Promoted C-SPAN programming through marketing mailings according to targeted demographic areas.

EDUCATION

ST. MICHAEL'S COLLEGE . Colchester, VT

Bachelor of Arts in Journalism, May 1993

NEW ENGLAND SCHOOL OF ART AND DESIGN . Boston, MA

Coursework in Graphic Design, Spring 1996

SOFTWARE*

Proficient: Adobe Acrobat, Illustrator, InDesign, PageMaker, and Photoshop, BBEdit, CoffeeCup FTP and HTML, Fetch, FilemakerPro, FTPEdit, Internet Explorer, Microsoft Excel, PowerPoint and Word, Mozilla Firefox, Netscape, Peachtree One-Write, Telnet, Quark Express. CSS, HTML and familiarity with Javascripts.

**Comfortable with both Macintosh and Windows operating systems*