

Nakita Michelle Pope

Creative and strategic thinker with 18 years of experience applying those skills to every aspect of marketing and business ...with a smile.

404.840.0078 nakita@brandingchicks.com
www.brandingchicks.com

2000 The Portfolio Center, Atlanta, GA
Graduate Professional Degree in Graphic Design

1998 Hampton University, Hampton, VA
B.A. in Graphic Design

Feb. 2011 - present
Chief Chick & Brand Strategist, Branding Chicks, Atlanta, GA

Running a boutique branding studio that specializes in marketing and strategy for small businesses, with a knack for women-owned businesses and brands for women. We collaborate with our clients on every level, whether it is consulting, strategy, marketing or design. We help chicks make their dreams come true!

Our clients are all over the country and include: EM2 - Integrated Marketing for Education, Jacksonville Public Education Fund, Boys and Girls Club of Atlanta, Moe Williams Family Foundation and Doyenne Leadership Institute

April 2008 - present
Professor, The Creative Circus, Atlanta, GA

Teaching superstars at one of the best advertising schools in the country. Our graduates are employed at top agencies worldwide, and I get to encourage creativity, provide structure and shape the minds of hundreds of young designers, art directors, copywriters and interactive designers. I have my students focus on solving problems and not just being creative. Smart work is what works.

Classes include Advertising Strategy, Intro to Creative Thinking, Branding, Brand Extensions, Typography, Capital Campaigns for Non-Profits and Graduate Portfolio Review for Designers

June 2006 - Sept. 2011
Creative Director & Brand Manager, Baumgartens, Atlanta, GA

Established an in-house design department where there previously wasn't one. Also re-branded the visual language of the company, including logos, packaging design, retail displays, websites, social media strategy, merchandising and development of new product lines. Logistically that also required strategically developing efficient systems for catalog production, archiving files and promotions. I also built upon my people skills by hiring and managing other designers and working with external vendors. My primary focus was to create a new visual voice and efficiently communicate that to our partners and customers.

Feb. 2003 - 2010
Owner and Primary Creative, Neolndigo Fine Art & Design, Atlanta, GA

Ran a freelance design and art studio specializing in private clients and small businesses. For a variety of clients I designed logos, marketing collateral and environmental design. I also created commissioned fine art for several private clients.

Clients included Special Olympics of Georgia, National Society of Professional Engineers, Heritage Preparatory School and Trade Am

Dec. 2005 - Apr. 2006
Contract Graphic Designer, Critt Graham + Associates, Atlanta, GA

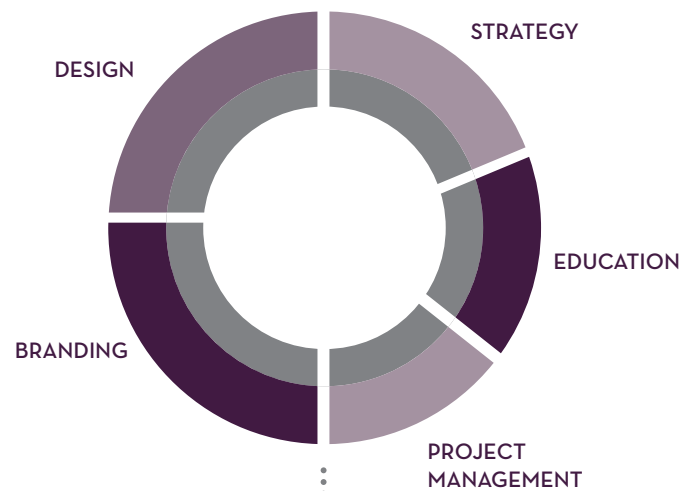
Designed various printed collateral, environmental graphics and interactive materials for some of the agency's biggest clients. Collaborated with account executives, Creative Director and other designers to develop and execute concepts that would achieve the client's objectives.

Clients included Knight Capital Group, Dodd Institute and ATC Logistics & Electronics

Feb. 2002 - Oct. 2005
Graphic Designer, Atlanta Regional Commission, Atlanta, GA

Concepted and created all collateral for at least 20 programs under the umbrella of this quasi-governmental agency. My work included logo design, marketing collateral, annual reports, web design, signage, event photography, publication design and other promotional material. The community programs that I was able to work with there trained me to communicate with the masses and re-ignited my commitment to make a difference.

Clients included the Clean Water Campaign, Rivers Alive, I-87Ridefind and Mobility 2030 initiatives



DIGITAL SKILLS

MAC Platform
Photoshop, InDesign, Illustrator
Word, Powerpoint, Excel
Keynote
Salesforce
Constant Contact and Mail Chimp
Facebook, Twitter, Instagram, Hootsuite
Wordpress



PROFESSIONAL SERVICE

Good Thinking Atlanta
Board Member, 2014-2016
Secretary, 2015-present

Strategist & Project Manager, Southern Center for Human Rights Project, 2013

American Institute of Graphic Arts
AIGA Atlanta Board Member and Education Committee Chair 2016-present

National Diversity & Inclusion Task Force Member, 2015-present

AIGA Atlanta Sustainability Committee Member, 2012-2016

Smart Girls on Campus
Advisory Board Member 2016-present



FOR FUN

Patent Holder
Singer
Painter & Illustrator
Lover of music, children and shoes