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Nicole Rodriguez
5500 University Parkway
San Bernardino, CA 92407

9 May 2018

Forever 21
3880 N Mission
Los Angeles, CA 90031

Re: Associate Graphic Designer Position

Dear Forever 21 Corporate Team ,

I recently came across the job posting for a full-time associate Graphic Designer position, primarily for the packaging of Forever 21 product lines. I am interested in the position and would like to introduce myself. My name is Nicole Rodriguez – although I also go by “Niko Renee” for my creative work – and I am currently in the process of obtaining my Bachelor’s degree in Graphic Design and Marketing at California State University, San Bernardino. I plan on graduating Fall of 2018 and making a move to the greater Los Angeles area for exciting work opportunities, such as the opportunity to work for the Forever 21 company.

With 5+ years of graphic design experience, I am certain that I can produce exceptional work and provide fresh ideas that will enhance Forever 21 products and their reception in the marketplace. I have hands-on experience in the areas of graphic design, such as layout design, product design, and color theory. I also have a background in marketing and advertising, both print and web. Each of which has been put into practice through freelancing and working as a Graphic Designer at the on-campus advertising agency, Coyote Advertising.

In the time I have spent at CSUSB, I have pushed myself to go above and beyond in my design work, from print to web and everything in between. In regards to packaging, I recently redesigned packaging for Mighty Leaf Tea, which can be viewed on my portfolio at nikorenee.myportfolio.com.

I look forward to hearing back on the position. Please feel free to contact me if you have any questions regarding my application at (909) 333 - 33333 or at nikorenee@gmail.com.

Thank you for your consideration,

A handwritten signature in black ink that reads "Niko Renee". The "N" is large and stylized, and the "e" at the end has a small heart-like flourish.

Nicole “Niko Renee” Rodriguez

NICOLE “NIKO RENEE” RODRIGUEZ

5500 UNIVERSITY PARKWAY, SAN BERNARDINO, CA 92407
(909) 333 - 3333 | NIKORENEE@GMAIL.COM

HIGHLIGHTS

- 5+ years graphic design experience
- Professional (Gold, Silver, & Bronze) and Student (Bronze) American Advertising Awards winner
- Hands-on and social media marketing experience from Amazon Brand Ambassador role
- Experience with real-world clients, deadlines, and collateral

EDUCATION

- CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO** 2015 - 2018
B.A. Graphic Design and Marketing
 - Cumulative GPA: 3.76
 - Dean's List (7x)
 - Dean's Letter (3x)
- SAN BERNARDINO VALLEY COLLEGE** SUMMER, 2015 - 2017
Concurrent Enrollment
- ACADEMY OF ART, SAN FRANCISCO** SPRING, 2015
Online Pre-College Program,
Graphic Design and Advertising

WORK EXPERIENCE

COYOTE ADVERTISING SAN BERNARDINO, CA Graphic Designer

2017 - CURRENT

- Lead designer on multiple campus-wide projects/campaigns
- Project deliverables include: posters, fliers, banners, social media graphics, web graphics, marquees, billboards, brochures, mailers, logos, specialty product wraps, and more
- Helped with the award-winning campaign, "1984", which claimed the first professional Gold American Advertising Award received by Coyote Advertising

TJ MAXX

SAN BERNARDINO, CA

Cashier/Merchandising Associate

2015 - 2017

- Considered a head cashier and leader in TJ Maxx Rewards Credit Card sign-ups
- Trained as a Cash Office Associate where I performed balance sessions for the daily store cash holdings
- Aided in visual merchandising with product display building
- Received recognition as Associate of the Quarter, 2016

FUSE MARKETING SAN BERNARDINO, CA

2017 - 2018 SCHOOL YEAR

Amazon Prime Student
Brand Ambassador - CSUSB

- Recruited to be one of the first-ever Amazon Prime Student Brand Ambassadors at the CSUSB campus after exceeding expectations as a Amazon Prime Student Street Team Member the previous year
- Planned and hosted events with partnered Brand Ambassador where we would hand out promotional items and hold giveaways
- Promoted the Amazon Prime Student brand via social media networks
- Received bonus recognition for most sign-ups, being a "social guru", and hosting large, well-received events

FUSE MARKETING SAN BERNARDINO, CA

Amazon Prime Student
Street Team Member - CSUSB

WELCOME WEEK, 2016

- Held events and giveaways for Welcome Week at CSUSB to promote the Amazon Prime Student brand
- Promoted the Amazon Prime Student brand via social media

view my work at

NIKORENEE.MYPORTFOLIO.COM





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