

# Nalani Nickles

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[NalaniGraphicDesign.com](http://NalaniGraphicDesign.com)

Sparks, NV

## Skills

- Very detail-oriented, analytical, flexible, and adaptable
- Exceptional work ethic, self-discipline, and integrity whether working remotely or on site, independently or with a team
- Excellent English language skills: listening comprehension, speaking, writing, proofreading, and editing
- Able to work in Windows and Apple operating systems
- Working knowledge of HTML, CSS, and responsive web page design

## Software

- InDesign
- Photoshop
- Illustrator
- Dreamweaver
- Google Ad Manager
- Microsoft Office 365
- Ad Orbit
- Wide Orbit
- Bannersnack
- Bee Pro

## Education

### Truckee Meadows Community College

Reno, NV

08/2018 – 05/2022

- Associate of Applied Science in Graphic Communications
- Associate of Arts in Graphic Arts and Media Technology
- Phi Theta Kappa honor society, Alpha Pi Gamma chapter member; 3.9 GPA

## Recent Work Experience

*Digital Ad Trafficker*

### Endeavor Business Media

Remote

04/2022 – Present

- Promoted after less than four months from Newsletter Trafficker to Digital Ad Trafficker through rapid learning, attention to detail, and dependability
- Created an Excel spreadsheet that compares text and counts characters to speed up those mundane tasks and shared it with my team and other departments, demonstrating problem solving and teamwork
- Load, schedule, proof, and live review a variety of digital ads in Google Ad Manager and Aspire (software developed in-house), employing organization, time management, and accuracy
- Tools used daily include Google Ad Manager, Ad Orbit (formerly Maghub), Microsoft Office 365, Microsoft Teams, and Aspire
- Communicate clearly and respectfully with editorial staff, account executives, and other departments

Continues...

*Digital Sales Assistant*

**KTVN 2 News**

Reno, NV

07/2021 – 03/2022

- Designed, built, and deployed static and animated digital banner ads, e-newsletters, and other digital creative work for clients and in-house needs, utilizing creativity and problem solving
- Tracked and reported ad pacing and performance with accuracy and integrity
- Communicated with other departments, account executives, vendors, and clients with care and professionalism
- Tools used frequently included Google Ad Manager, Wide Orbit, Microsoft Office, Adobe Photoshop, Bannersnack, Bee Pro, Site Impact, Simpli.fi, Orbit Interactive
- Earned Google Analytics for Beginners course completion certificate

*Warehouse Associate*

**CandleScience, Inc.**

Sparks, NV

03/2016 - 05/2018

- First employee hired for their Nevada location
- Entrusted with passwords, keys, and alarm codes and handled them with integrity
- Performed regular warehouse duties as well as all minor technical support and maintenance for the location, demonstrating problem solving, determination, and versatility

*Quality Auditor / Machine Operator*

**Arroweye Solutions, Inc.**

Henderson, NV

10/2012 - 09/2015

- Learned to operate and troubleshoot machines in nearly every department, showing versatility, problem solving, and flexibility
- Audited finished goods and rectified problems, utilizing attention to detail and problem solving
- Assisted in testing new projects and writing procedures, demonstrating attention to detail and clear communication