

# NICOLE A. PEFFER

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## *Graphic and Design Resume - view samples at [www.pefferfamily.com/resume](http://www.pefferfamily.com/resume)*

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### NEWSLETTERS

#### *Point Park University*

*Pipeline.* For the Graduate & Adult Enrollment Office at Point Park University, I am the editor and designer for the *Pipeline* newsletter. The newsletter is published once a semester and includes stories and information for all of our non-traditional students. In the past, when paper newsletters were designed, I was responsible for layout and print, as well as organizing and preparing the mailing of the newsletter. Usually, we printed between 8,000 and 10,000 copies a semester for distribution. In the last year, we have moved to an online format at [www.pointpark.edu](http://www.pointpark.edu)  
Keyword: Pipeline

#### *The National Association of EMS Educators*

*Educator Update* is the bi-monthly newsletter of the National Association of EMS Educators. The newsletter details national office events, corporate partner updates, national job opportunities, and calendar items. It is in magazine format and is a four-color glossy format. I was responsible for planning, design, and distribution of the newsletter to over 3,000 members during my tenure with NAEMSE.

*Domain<sup>3</sup>* is the official publication of the National Association of EMS Educators. *Domain<sup>3</sup>* publishes articles of interest to its membership - persons involved in the training/education of EMTs, Paramedics, Basic Life Support, and Emergency Care. I was responsible for planning, design, and distribution of the newsletter to over 3,000 members during my tenure with NAEMSE.

#### *Penn's Corner Famer Alliance*

I currently design their weekly online newsletter emailed to members.

#### *LifeSpan*

*Dialogue.* I was recruited as a volunteer newsletter designer for the non-profit LifeSpan.

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### PACKETS

#### *Point Park University*

For the Graduate & Adult Enrollment Office I design the viewbooks and all the information that is included in packets that are sent to our prospective part-time, accelerated, and graduate students. These packets include several pieces of information that are set up as "steps" inside a folder. These steps include information on over 35 majors at the college as well as various applications, financial aid information, and information for adult learners.

#### *The National Association of EMS Educators*

I was formerly in charge of sending information packets to all of our new members, approximately 20-40 a week. I was responsible for maintaining the web site area for new membership to include information on all of the Corporate Partners during my tenure at NAEMSE.

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### PROMOTIONAL MATERIALS

#### *Point Park University*

For the Graduate & Adult Enrollment Office, I am the designer for several promotional giveaways including paper cubes, pens, candy jars, T-shirts, CD cases, book marks, highlighters, calculators, desk pads, and several other items.

#### *The National Association of EMS Educators*

In the past, I was responsible for designing and ordering promotional materials for the association including several merchandise items: T-shirts, oxfords, vests, pencils, pins and hats, as well as other items.

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### BROCHURES

#### *Point Park University*

For Point Park University, I have designed several promotional brochures for a variety of offices including both offices for admission, seven academic departments, CLEP and Dantes testing, the Security Office, and other offices as needed. These brochures ranged from black and white to four-color 11 x 17' four-paneled pieces.

#### *The National Association of EMS Educators*

During my employment with NAEMSE, I designed several pieces including an Election Flyer, which included new candidate information and a return-mail ballot; The EMS Instructor Pilot and Rollout brochures, which featured courses for EMS Instructors; the Membership flyer, which I re-designed into a glossy and more professional format, which includes a tearoff application.

#### *Pittsburgh Technical Institute*

I have designed several publications for PTI to use in recruiting for their Cranberry Woods location.

#### *IM Entertainment, Inc.*

I designed a four-color brochure advertising the entertainment services for the company.

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### POSTCARDS

#### *Point Park University*

For the Graduate & Adult Enrollment Office, I am responsible for all postcard mailers including a general zip code mailer and more involved postcards for graduate programs. I have also designed open house invitations for the office.

#### *The National Association of EMS Educators*

I designed three different postcards for distribution to our membership. Save-the-date postcards were mailed in early Spring to remind members of the upcoming symposium. Other postcards were sent to members to remind them of pending membership dues. I also designed the annual holiday card sent to our members.

#### *San Francisco Paramedic Association*

I have designed a Save-the-date postcard for their annual conference.

#### *IM Entertainment, Inc.*

I designed a direct mail postcard for mailings utilizing the same look as their brochure.

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### PUBLICATIONS

#### *Point Park University*

For Point Park University, I assist in the design of several viewbooks, catalogs, semester course books, and handbooks.

#### *The National Association of EMS Educators*

NAEMSE's holds an annual educational symposium every fall. It was my responsibility to plan, design, and arrange for distribution of our symposium attendee and exhibitor brochures. I was also responsible for designing the pocket schedule and programming the CD-Rom for the symposium attendees.

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### ADVERTISEMENTS

#### *Point Park University*

For the Graduate & Adult Enrollment Office I have the responsibility of designing and preparing all of our advertisements for placements in newspapers each semester. I have also designed four-color advertisements for placement in international recruiting magazines.

#### *The National Association of EMS Educators*

I was solely responsible for the design and placement of color and black and white advertisements for our national symposium into several trade magazines during my tenure.

#### *Pittsburgh Technical Institute*

I have designed and prepared advertisements for placement in local newspapers.

#### *IM Entertainment, Inc.*

I have designed and prepared four-color advertisements for placement in local bridal magazines.

#### *Continuing Education Association of Pennsylvania*

I have designed and prepared advertisements for the CEA/PA for placement in local newspapers.

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### WEB SITES

#### *Point Park University - [www.pointpark.edu](http://www.pointpark.edu)*

1999-2002: I was recruited as a volunteer for the web development team which progressed into me being named interim webmaster for three years. I had the responsibility of maintaining and developing the site.

August 2004-Present: I am the current designer for Point Park University's Adult Enrollment's online newsletter. [www.pointpark.edu](http://www.pointpark.edu), Keyword Pipeline and content manager for the Graduate & Adult Enrollment Office. I was also the project manager for the Spring 2008 Video Web Blogs in conjunction with both admission offices.

#### *The National Association of EMS Educators - [www.naemse.org](http://www.naemse.org)*

I was the sole web designer and maintained the NAEMSE's web site for use by over 3,000 members during my tenure with the organization.

#### *Absolutely Pittsburgh - [www.absolutelypittsburgh.com](http://www.absolutelypittsburgh.com)*

Destination Management Company.

#### *Pittsburgh Railways - [www.pittsburghstreetcars.com](http://www.pittsburghstreetcars.com)*

#### *Greater Pennsylvania Chapter of the Alzheimer's Association - [www.alzpa.org](http://www.alzpa.org)*

After over three years of planning, this site was launched in early August 2002 and I maintained the site on a volunteer basis through the beginning of 2005.

#### *Continuing Education Association of Pennsylvania - [www.ceapa.org](http://www.ceapa.org)*

I was the initial web designer for the CEA/PA's web site.

#### *Hersey Region Capital CVB Hotel listing for Cars at Carlisle Events*

One-year project in 2005.