

Andrew Nighswander

Graphic Designer / Marketing Manager



781.820.8793



Andrewnighswander@gmail.com



andrewnighswander.com



15 George St.
Greenfield, MA

WORK EXPERIENCE

Graphic Designer

2018 - 2023

Harper Lane Brewery | Middleboro, MA

- Created logo, brand identity, and marketing materials for new craft brewery
- Created label designs for soon to be released can line
- Created logo, brand identity, and marketing materials for new craft brewery
- Consulted on interior and exterior signage for new taproom/retail space

Graphic Designer

2022 - 2023

Center for Responsive Schools | Turners Falls, MA

- Designed and produced all materials related to Responsive Classroom workshops in collaboration with the workshop materials developer.
- Created catalogs, brochures, materials needed for conferences and other displays, and other materials in collaboration with the Director of Marketing and other project managers.
- Produced office materials such as internal forms, business cards, letterhead, and signage as needed by department.

Graphic Designer / Social Media Manager

2020 - 2022

Yankee Hill Machine | Easthampton, MA

- Created eye-catching content for growing social media accounts
- Planned and oversaw all digital marketing, including SEO, marketing database, email, social media, and display advertising campaigns
- Created and optimized email campaigns
- Update branding and packaging

Graphic Designer / Social Media Manager

2016 - 2020

Hawks & Reed PAC | Greenfield

- Designed and printed unique creative content to promote upcoming events including posters, social media and print advertisements, animated and video content.
- Managed and designed all print and digital advertisements
- Designed and fabricated exterior and interior signage created Logo and branding designed merchandise
- Directly supervised and recruited Graphic Design and Social Media InternsManaged fast-growing social media accounts (Facebook, Instagram, Twitter)

ABOUT ME

Andrew Nighswander is a passionate designer, illustrator, animator, and marketer with years of experience creating dynamic content in fast-paced environments. Used to creating vastly varied work for different audiences, he excels under pressure and prides himself on his artistic skills as well as his ability to work and communicate well with both clients and team members.

Portfolio at:

andrewnighswander.com/portfolio/

EDUCATION

BFA Fine Arts

University of Massachusetts

Amhersts

2012-2016

SKILLS

- Adobe Creative Suite
- UI/UX
- Logo Design
- Copywriting
- Illustration
- Typography
- Motion Graphics
- Social Media Management
- Branding
- Product Photography
- Layout Design
- Video Editing
- Events Management
- Web Design
- Digital Marketing
- Content Creation
- Email Marketing
- Search Engine Optimization (SEO)