



Nathaniel Solberg - Graphic Designer

Location: Cranston, RI | Website Portfolio: NathanielSolbergDesign.com

Phone: +1 860 978 5147 | Email: NathanielSolbergDesign@gmail.com

WORK EXPERIENCE

Graphic Designer and Marketing Associate *May 2022 to Present*
North American Entertainment Group Inc. - Guilford, CT

- Led marketing campaigns for over 18 national comedy and music tours, featuring prominent artists such as Katt Williams, Fantasia, Sommore, and Tamia.
- Solely managed creation and execution of all venue and promotional graphic assets for over 98 markets, incorporating both print and digital designs.
- Crafted promotional materials, including flyers, banners, social ads, and billboards.
- Scheduled, designed, and wrote copy for promotional emails, averaging six per show.
- Assessed marketing campaigns by focusing on ticket count improvement.
- Coordinated and strategized with external vendors, such as printers, flyer teams, 3rd party email promoters, social media agencies, billboard vendors, and animators.
- Managed and allocated marketing budgets for all promotions.
- Participated in the hiring process for new staff and supervised direct reports.

Graphic Designer *Apr. 2017 to Apr. 2022*
Scout Collective - Rocky Hill, CT

- Responsible for planning and executing client campaigns/projects to meet deadlines.
- Experienced a variety of industry types from non-profits, to entertainment, and retail.
- Worked closely with my team to produce award-winning professional design work.
- Played a leading role in building new brands and rebranded legacy clients.
- Increased customer engagement by strategizing social media assets, creating email marketing campaigns, and designing website layouts.
- Honed verbal communication skills for client presentations and interactions.

Graphic Design Intern *Oct. 2016 to Dec. 2016*
Alexander Isley Inc. Designers - Redding, CT

- Gained invaluable experience under award-winning art director, Alexander Isley.
- Learned creative problem-solving and innovative brainstorming exercises.

Summer Intern *Jun. 2016 to Oct. 2016*
The Josef & Anni Albers Foundation - Bethany, CT

- Performed a variety of tasks related to the archival upkeep and handling of priceless artworks by renowned mid-century artists Josef and Anni Albers.
- Created several graphic design assets including product packaging and catalog design.

Graphic Designer *Sep. 2013 to May 2016*
Messiah College Student Activities Board - Grantham, PA

- Designed over 200 posters for campus events like concerts, films, and socials.
- Collaborated with a small team to execute large, campus-wide events.

EDUCATION

B.F.A. in Graphic Design
Sep. 2012 to May 2016

- **Major:** Visual Arts
- **GPA:** 3.54
- **College:** Messiah University
Mechanicsburg, PA

SKILLS

- Adobe Creative Suite
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Illustration
- Typography
- Branding
- Web design
- Digital marketing
- Email marketing
- Copywriting
- Social media planning
- Project management

AWARDS & INVOLVEMENT

Blue Orchid Art Show
Featured Artist: *Summer 2023*

CADC Annual Award Show
2 Silver Awards - *2022*
1 Silver Award - *2021*
4 Silver Awards - *2019*

Connecticut Art Directors Club
Board Member: *2017 – 2023*

The Episcopal Church of St Paul & St James
Volunteer Designer: *2019 – 2023*

Daniel Vollmer Scholarship
Messiah College: *2012 – 2016*