



NICK NAPODA

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MISSION

Versatile design and business professional seeks career opportunities and continuing education merging design capabilities with environmental interests in sustainability.

SKILLS

SALES & INTERPERSONAL

- Excellent verbal and written communication skills
- Self starter, leader, team player
- CRM and business software

GRAPHIC DESIGN

- Adobe InDesign, Photoshop, Illustrator and Acrobat
- E-commerce, Shopify
- Web and print marketing, SEO

INDUSTRIAL DESIGN

- Sketching and rendering
- 3D modeling and CAD
- Prototyping and manufacturing
 - Human factors
 - Design research
 - Sustainable design

EDUCATION

BACHELOR OF FINE ARTS
IN INDUSTRIAL DESIGN

Magna Cum Laude

**SAVANNAH COLLEGE OF ART AND
DESIGN / GA / 2003 - 2007**

AWARDS

UKCC L2 CERTIFICATE IN
COACHING PADDLESPOET

4 STAR SEA KAYAK LEADER

BRITISH CANOEING / 2017

PASSIONS

Nature, Paddling, Climbing,
Hiking, Camping, Woodworking,
Photography, Fine Art, Travel

EXPERIENCE

SALES & MARKETING SPECIALIST

INDIAN OF NEW ORLEANS / ST ROSE, LA / SEP 2017 - PRESENT

Improved motorcycle sales process; marketed dealership through web media.

- Implemented transition to lead management software and trained staff.
- Conducted weekly team-building staff meetings, including numbers review.
- Executed strategies to increase traffic through email and social media.
- Communicated with customers via punctual phone and email follow-ups.

APPAREL MANAGER & GRAPHIC DESIGNER

THE TRANSPORTATION REVOLUTION / NEW ORLEANS, LA / OCT 2011 - SEP 2017

Managed apparel department for a premier European motorcycle dealership.

Concurrently managed in-house graphic design, website and photography.

- Increased technical gear sales 34% in first full year by building relationships with customers, assessing needs and conveying product knowledge.
- Managed inventory, including responsibility for shipping, receiving and merchandising; planned and placed seasonal, stock and special orders.
- Represented company at dealer meetings; introduced new manufacturers.
- Administered warranty claims and provided technical customer support.
- Designed web graphics, company logos, business cards, flyers and promotional banners; coordinated with staff to update content weekly.
- Proposed, designed and launched new Shopify e-commerce website; managed and increased internet business; processed web orders.
- Implemented and authored weekly MailChimp email marketing newsletter.
- Established eBay store successfully moving over 500 stale inventory items.

INDUSTRIAL & GRAPHIC DESIGNER

BURLINGTON MEDICAL SUPPLIES / NEWPORT NEWS, VA / AUG 2008 - MAR 2011

Created innovative sales aids and design solutions for a family-owned manufacturer providing radiation protection products directly to hospitals.

- Designed and patented innovative x-ray apron with improved support, comfort, style and fit, marketed to medical professionals.
- Communicated with department heads to design product catalogs, mailers, forms, price lists, branding, business cards and promotional materials.
- Established in-house photo studio; utilized digital SLR camera, studio lighting and models to generate quality images of product selection.
- Managed production of six informative product videos; wrote scripts.
- Designed and built two innovative modular trade show booths; organized and represented company at medical industry trade shows.
- Designed, launched and maintained innovative CS-Cart e-commerce website featuring a web-based custom x-ray apron builder.
- Improved internet sales over 800% within one year; opened new house accounts and expanded customer base into new, untapped territories.
- Marketed website through SEO: all primary keywords ranked in top five.

OTHER

PADDLESPOET COACH / FREELANCE ARTIST / E-COMMERCE
MERCHANDISER / AUTO MECHANIC / RESTORATION CONTRACTOR /
SERVER / DECKHAND / CASHIER