

NICOLE SHANE PEREZ

pereznicoleshane@gmail.com | heynini.ca/portfolio | [LinkedIn: nicoleperez](#)

PROFESSIONAL SUMMARY

Hi! I'm a digital designer and communications professional with experience producing multi-channel campaigns, responsive web pages, email assets, social media creative, direct mail, reports, and presentations. Skilled in digital content production, brand consistency, accessibility, quality assurance, and cross-functional project delivery. Combines visual storytelling with detail-oriented execution from concept through launch.

CORE SKILLS

Digital Communications & Campaign Production • Web Content & Responsive Design • Email Marketing Assets • Social Media & Digital Advertising • Visual Storytelling • Accessibility (AODA) • Content & Creative QA • Stakeholder Collaboration • Print Production & Prepress

TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Premiere Pro) • WordPress / Elementor Pro • Figma • Canva • PowerPoint / Keynote • Microsoft Office

PROFESSIONAL EXPERIENCE

Digital Designer | Hope and Healing International *April 2023 – Present*

- Produced integrated print and digital marketing assets for donor communications and fundraising campaigns, including web pages, email, social media, digital ads, direct mail, reports, and presentations.
- Designed and built responsive WordPress / Elementor pages with attention to accessibility, usability, information hierarchy, and brand consistency.
- Created campaign assets for Meta and Google Ads using approved copy and platform-specific production requirements.
- Owned creative quality assurance across web and print deliverables, checking content accuracy, links, functionality, accessibility, layouts, and production readiness.
- Collaborated with project managers, marketing partners, copywriters, and stakeholders to translate briefs into clear creative solutions and meet deadlines.
- Contributed digital creative and production to a holiday ad campaign, which delivered 3× ROI, over 2.4 million impressions, 27,000 clicks, and \$210,385 raised (team campaign results).
- Produced creative assets for Giving Day 2026, helping support a team campaign that raised \$56,478 against a \$55,000 goal (2.7% above target).
- Contributed to digital catalogue production and QA; the online catalogue achieved \$312,374 in revenue and 938 responses, its highest levels in five years (team results).
- Designed donor-facing calendar layouts for the August Miracles of Sight campaign, which exceeded its target and achieved its highest revenue in three years; recognized for improving calendar usability.

- Produced and organized a 325-image web gallery, supporting accessible content presentation and launch readiness.

Digital Archive Assistant | Hope and Healing International *February 2022 – April 2023*

- Collected, vetted, and catalogued photography and stories for communications and fundraising use, checking quality, accuracy, consent, and safeguarding requirements.
- Prepared photography to vendor print specifications; maintained searchable digital archives and tracked submissions, inventory, and project status.

EDUCATION

Seneca College | Creative Advertising | High Honours | 4.0 GPA