



Niki Jennings

Raleigh, NC 27612 (919) 593-8432 nikidjennings@gmail.com
 <https://www.pixbynix.com/> <https://www.linkedin.com/in/pixbynix/>

PROFESSIONAL SUMMARY

Resourceful communicator with 15+ years of experience producing communications for North Carolina public institutions. A generous collaborator who works well with others, Niki boasts an infectious enthusiasm and outstanding project management skills.

SKILLS

- Brand Steward
- Digital Communications
- Marketing and Advertising
- Project Management
- Public Outreach
- Adobe Creative Cloud

WORK HISTORY

ENGINEERING COMMUNICATOR

06/2021 to CURRENT

North Carolina State University | Raleigh, NC

- Established and manages MSE communications from ground up including magazines, 25 websites, 4 social media channels with combined 3,000+ followers, email newsletters to 3,500+ audience, digital ads and SEO
- Collaborates with university departments to develop internal and external communications for broad audiences
- Serves as brand ambassador for NC State University, working to ensure stakeholders, alumni, students and vendors entrust the trademarked Wolfpack brand identity

OWNER

07/2008 to CURRENT

Pix By Nix | Raleigh, NC

- Freelance designer for small-scale startups and 2 educational agencies
- Partners with clients to create websites, direct mail and exhibits
- Oversees timely delivery of digital and print collateral

MARKETING PROJECT MANAGER

08/2019 to 02/2021

Local Government Federal Credit Union | Raleigh, NC

- Managed 150+ small and large projects for members and staff
- Increased monthly project count from 80-150 by automating processes
- Facilitated kickoffs, planning, lessons learned and evaluation meetings

SENIOR GRAPHIC DESIGNER

06/2014 to 08/2019

State of North Carolina | Raleigh, NC

- Increased annual project count from 50-100+ for departments of Natural and Cultural Resources and Environment and Natural Resources
- Produced on-brand projects for high-profile statewide educational campaigns including illustrations, exhibits and print materials
- Implemented cost-saving initiatives by utilizing multifunctional teams and state resources

PUBLICATIONS MANAGER

09/2008 to 06/2014

UNC-Chapel Hill School of Medicine | Chapel Hill, NC

- Managed digital and print content for chairs of ENT and GI
- Created and managed 7 departments websites built in Drupal
- Supervised 5 work study students and design interns

EDUCATION

Graduate Certificate | Digital Communications

05/2014

UNC Hussman School of Journalism, Chapel Hill, NC

Bachelor of Science | Graphic Communications

05/2006

Appalachian State University, Boone, NC