

PRAKARN NISARAT

3502 W. Melrose St. Chicago, IL 60618 | (206) 457-2838 | prakarn@nisar.at



SUMMARY OF QUALIFICATIONS

- Over 9 years of experience in planning, art directing, and graphic design with a proven track record of successful award winning campaigns
- Hands on expertise with creative presentation and client relationship management
- Two master degrees in Marketing Communications and MBA with a BA in Graphic Design
- Passion for branding and outstanding creative works
- Successfully manage and produce over 500 projects each year without missing any deadline

RECENT CAMPAIGNS

- Speak Your Mind – <http://speakyourmind.roosevelt.edu/>
- Pell Yes! – https://www.facebook.com/PellYes?sk=app_178950758817927
- Vertical Campus – <http://www.facebook.com/video/video.php?v=1675122080248>
- Vote Naked for Illinois – <http://www.youtube.com/watch?v=E05mlueDq6A>



PROFESSIONAL EXPERIENCES

Senior Designer

Roosevelt University, Chicago, 2002 – present

- Planned, conceptualized, supported, designed, researched, wrote, and coordinated institution's marketing campaigns based on identified needs of the client that resulted in the largest enrollment of student in the institution's history in 2009
- Initiated full social network integrations with ongoing marketing plans, resulting in the school's fans and followers grew 6+ times bigger within a year
- Collaborated with external agencies, designers, project managers, and copy writers to ensure the brand integrity and standard
- Fostered, maintained, and expanded clients' relationship and finally brought all departments to agree to the branding standard voluntary for the first time in 20 years
- Presented initial mock-ups, concepts, and strategies to clients
- Managed campaigns' spending budgets and ROI
- Won 15 national-level awards for outstanding design and marketing strategies

Business Consultant

Small to medium businesses, Chicago, 2006 – 2008

- Served as a private consultant for various small to medium businesses in Chicago. Feature clients include consignment stores, restaurants, and martial art gyms
- Conducted competitive, target audience, and business opportunities analysis
- Suggested new adaptations to marketing plans to match the changes in consumers' attitudes
- Improved the brand awareness by creating target-specific campaigns for different audiences
- Reduced operating costs by streamlining inventory processes

Instructor

Westwood College, Chicago, 2010 – present

- Taught graphic design at the undergraduate level and assisted students as their career mentor and provided help with portfolio reviews, job hunting, and mock interviews

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EDUCATION

Master of Business Administration, Finance and Management
Roosevelt University, July 2011

- Team Building & Management
- Training & Development Design
- Hedging currencies
- Options and Futures trading
- Budget Preparation/Administration
- International Management
- Managing Debt Securities
- Corporate Laws

Master of Science in Integrated Marketing Communications
Roosevelt University, May 2006

- E-mail & Online Advertising
- Brand Implementation
- Market Research
- Public Relations
- Social Media Advertising
- Account Planning

Bachelor of Arts, Graphic Design
Columbia College, June 2002

AWARDS

- Marketing Report (4 total awards)
- Public Relations Society of America
- Chicago Association of Direct Marketers
- Service Industry Association Awards (5 total awards)
- APEX Awards for Excellence
- Publicity Club of Chicago (2 total awards)
- Center for the Advancement of Education

TECHNICAL SKILLS

- MS Office Suite (Word, Excel, Access, Powerpoint)
- Social Media Application Development
- E-Mail Tracking and List Populating
- Google Adwords and Analytics
- Wordpress
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, Acrobat, Dreamweaver)
- Final Cut Pro
- Apple iOS and Android application development
- Social Media Analytics tool