

# Nicole M. Lombardi

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## OBJECTIVE

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Seeking a challenging and rewarding opportunity which utilizes my communications, computer and design skills to their fullest. I am a determined and enthusiastic worker, comfortable working independently or as part of a group, and take special pride in my ability to not only meet, but exceed my employers' expectations.

## SKILLS

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Proficient in a variety of business software packages, including: Microsoft Word, Excel, Power Point, Outlook and Visio, as well as Customer Management Systems such as ACT! and Salesforce.com.

Proficient in a variety of graphic and web design software packages, both for print and Internet use, including: Adobe Photoshop, Illustrator and Acrobat Pro, Macromedia Dreamweaver, and QuarkXPress.

Proficient in web design, as well as coordination of hosting, email, and domain registration.

Character, logo, and graphic design.

Business and creative writing – from sales and marketing copy to creative fiction and non-fiction.

Typing Speed 120 WPM

I am self-taught in all disciplines and applications, and have an aptitude for picking up new skills rapidly.

## EXPERIENCE, 2004 – PRESENT

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**Jamison Masonry & Mara Restoration**  
Oreland, PA

Marketing Manager  
February 2010 – Present

Responsible for designing and managing the corporate identity and branding for five family-owned masonry restoration firms: Jamison Masonry Restoration (both residential and commercial), Jamison Basement Waterproofing, Jamison Chimney, and Mara Restoration.

Designed, built, and maintained the company's five websites, and began building the "Jamison Home Services" identity to create an umbrella for all residential services. Merged and migrated old web management to a single, central provider, at a significant savings to the company.

Designed all directory, direct-mail, and web advertisements for the business, as well as maintaining the company's online identity through third-party sites such as Angie's List.

Assembled and wrote copy for Mara Restoration's successful bid for WBE status.

Photographed job sites and created project profile sheets for use by sales staff.

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**C. Erickson & Sons, Inc.**  
Philadelphia, PA

Director of Marketing  
July 2006 – December 2009

Responsible for designing and maintaining the marketing department for a multi-million dollar commercial construction management firm. The position's primary responsibility was to review, design and compile regular deadline-oriented project proposals, with attention to strict RFP requirements.

Updated and maintained the graphic corporate identity, from stationary to project "sell sheets" and press materials. Additionally, designed a new branding plan for future marketing efforts.

Created and maintained a database to centralize current and historical project data.

Created an easily-accessible digital archiving system for all marketing data and proposals, reducing duplication and eliminating the need for physical storage.

Organized and digitally archived the company's entire inventory of project photography, including a comprehensive indexing system. Also, began digital archiving of company's 10-year backlog of "hard copy" proposals.

Organized and managed all internal company functions, including invitation design, party coordination and gift-giving. Additionally, researched, designed and purchased all levels of marketing merchandise, including branded apparel, and high-end executive gifts.

Redesigned the corporate website from the ground up, and created a corporate Intranet for in-house and field employee use.

Composed detailed written submissions for the GBCA (General Building Contractor's Association) Construction Excellence Awards, securing three first-place wins and one honorable mention for the three participating years.

Took and processed brochure-level photographs of completed projects and job sites.

Organized and executed the migration from an outmoded Client and Lead Tracking software package to an online database, Salesforce.com, including training on the new system.

## **EXPERIENCE, 2000-2004**

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<b>ICG Commerce</b> Jenkintown, PA		Customer Care, plus Level One Technical & Auction Support May 2003 – May 2004
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Responsible for answering incoming Customer Care calls on a rotating queue, processing returns and credits, and following each issue through to its resolution. Also performed Level One Tech Support and issue resolution, and acted as primary support for the company's online auctioning tool. While with ICG, I also created and populated the department's first Customer Care knowledgebase.

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<b>Primavera Systems</b> Bala Cynwyd, PA		Customer Support Representative February 2001 – November 2002
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Took an average of 1300 calls per month for a busy four-person Customer Support department, as well as incoming faxed and web-submitted product registrations. While with Primavera, I was responsible for the web design of the primary support Intranet, as well as branch offices in Concord, NH, Hong Kong, and London.

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<b>Keane Tracers</b> Conshohocken, PA		Follow-Up Associate February 2000 – February 2001
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Responsible for contacting shareholders, alerting them of outstanding, unclaimed funds, and following up on all cases which remained unclaimed. Met and exceeded quota of 36 signed contracts per month for every month of employment after the training period. Also assisted with managerial duties such as keeping track of and resolving time sheet issues, and training and orienting new employees to the department.

## **EDUCATION**

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2000	Delaware County Community College
1995	Ocean City High School   Ocean City, NJ ( Graduate )

## **REFERENCES**

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References, as well as additional work history and a full design portfolio, are available upon request.