

Nakita Michelle Pope

Strategic thinker with over 25 years of experience who applies those skills to every aspect of branding and design....with a smile.

404.840.0078 nakita@brandingchicks.com brandingchicks.com

2019 IBM Design Thinking Practitioner

2000 Miami Ad School (formerly The Portfolio Center) Atlanta, GA
Graduate Professional Degree in Graphic Design

1998 Hampton University, Hampton, VA
B.A. in Graphic Design



February 2011 - present

Chief Chick & Brand Strategist, Branding Chicks, Atlanta, GA

Running a boutique branding studio that specializes in marketing and strategy for small businesses, with a knack for women-owned businesses and brands for women. We collaborate with our clients on every level, whether it is consulting, strategy, marketing or design. We help chicks make their dreams come true!

Clients include: Tofte Lake Center, Jacksonville Public Education Fund, Moe Williams Family Foundation, The Doyenne Agency, Bethune-Cookman University, PUSH Career Management

April 2008 - October 2022

Professor, The Creative Circus, Atlanta, GA

Teaching superstars at one of the best advertising schools in the country. Our graduates are employed at top agencies worldwide, and I get to encourage creativity, provide structure and shape the minds of hundreds of young designers, art directors, copywriters and interactive designers.

Classes include: Advertising Strategy, Advertising Teams, Intro to Creative Thinking, Branding, Brand Extensions, Typography, Publication Design, Capital Campaigns for Non-Profits and Personal Branding

February 2018 - September 2019

Senior Brand Strategist, The Radical Brand Lab, Portland, OR

We were a collective of brand strategists, artists, intuitives, inventors & people who are fiercely human.

Clients included: SVP Portland, Green Zebra Grocery

October 2015 - November 2016

Branding Consultant & Strategist, EM2 Brand Marketing, Atlanta, GA

Brand strategy, brand architecture and social media strategy for colleges/universities, K-12 schools and education-focused organizations.

Clients included: Georgia State University, The Swift School, The Walker School, UNC Chapel Hill College of Arts & Sciences, Oglethorpe University

June 2006 - September 2011

Creative Director & Brand Manager, Baumgartens, Atlanta, GA

Established an in-house design department where there previously wasn't one. Also re-branded the visual language of the company, including logos, packaging design, retail displays, websites, social media strategy, merchandising and development of new product lines. Strategically developed efficient systems for catalog production, archiving files and promotions. Hired and managed other designers while working with external vendors and collaborators.

Products were featured in Office Max, Office Depot, S.P. Richards

Feb. 2003 - 2010

Owner and Primary Creative, NeoIndigo Fine Art & Design, Atlanta, GA

Ran a freelance design and art studio specializing in private clients and small businesses. Logo design, marketing collateral, environmental design and commissioned fine art for several private clients.

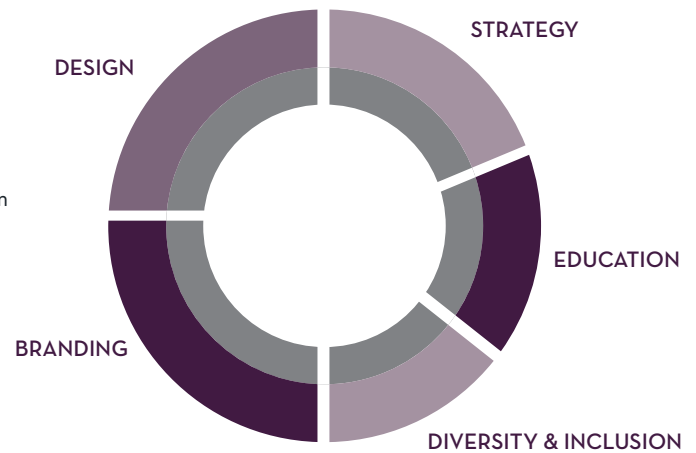
Clients included Special Olympics of Georgia, National Society of Professional Engineers, Heritage Preparatory School and Trade Am

Dec. 2005 - Apr. 2006

Contract Graphic Designer, Critt Graham + Associates, Atlanta, GA

Feb. 2002 - Oct. 2005

Graphic Designer, Atlanta Regional Commission, Atlanta, GA



DIGITAL SKILLS

MAC Platform
Photoshop, InDesign, Illustrator
Word, Powerpoint, Excel, Keynote
Constant Contact and Mail Chimp
Facebook, Twitter, Instagram, Tiktok
Canva



PROFESSIONAL SERVICE

African-American Graphic Designers
Core Team Member, 2019-2022

Practise Makes Practice
Board Member, 2020-2021

Art Director's Club Awards
Brand/Communications Juror, 2021

4As MAIP Program
Fellow Coach, 2020

Good Thinking Atlanta
Board Member, 2014-2019
Secretary, 2015-2017
Strategist & Project Manager,
Southern Center for Human Rights
Project, 2013
Strategist & Project Manager,
Ronald McDonald House, 2015

Smart Girls on Campus
Board Vice President, 2018-present
Advisory Board Member, 2016-2018

American Institute of Graphic Arts
National Diversity & Inclusion Task
Force Member, 2015-2019
AIGA Atlanta Scholarship
Coordinator, 2017-present
AIGA Atlanta Mentor, 2015-2019
AIGA Atlanta Board Member and
Education Committee Chair,
2016-2018
AIGA Atlanta Sustainability
Committee Member, 2012-2016



FOR FUN

Patent Holder
Singing, Travel, Painting
Lover of music and shoes