



NICHOLAS ANSTETT

Senior Graphic Designer | Product & B2B Marketing | Baraboo, Wisconsin | Open to Remote Opportunities
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PROFESSIONAL SUMMARY

Senior Graphic Designer with expertise in automotive aftermarket and B2B marketing, skilled in Adobe Creative Suite and PowerPoint to produce print and digital materials including packaging, catalogs, and event graphics. Proven at translating technical data into clear infographics and marketing collateral that boost brand consistency and engagement. Adept at managing multiple projects and supporting go-to-market strategies across national distribution.

CORE SKILLS

- **Design & Print Production:** Graphic Design, Layout Design, Typography, Packaging & Label Design, Catalog Design, Marketing Collateral, Print Production, Trade Show Graphics, eCommerce Graphics
- **Marketing & Branding:** Product Marketing, B2B Marketing, Private Label Branding, Go-to-Market (GTM) Strategy, Promotional Campaigns, Brand Management, Product Launches, Sales Enablement, Email Marketing, Digital Marketing
- **Technical Documentation & Infographics:** Technical Data Sheets (TDS), Safety Data Sheets (SDS)
- **Software & Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Video Editing, HubSpot, Constant Contact, Smartsheet, CRM Tools
- **Project Management & Collaboration:** Project Management, Cross-Functional Collaboration, Vendor Coordination

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER – HIGH TECK / EXCEL AUTOBODY PRODUCTS (PRIVATE LABEL)

National Oak Distributors | West Palm Beach, FL (Satellite Office: Madison, WI)

June 2021 – Present

- Lead layout design and development of private-label brands, managing full lifecycle product branding, packaging, and marketing assets with a focus on consistent typography
- Design packaging, labels, catalogs, and promotional materials that support national distribution and increase product visibility
- Develop digital marketing assets including social media graphics, video content, and web-ready materials for product launches
- Create and manage Technical Data Sheets (TDS) and Safety Data Sheets (SDS) to ensure compliance and product clarity
- Collaborate with manufacturers, printers, and internal teams to maintain brand consistency and production accuracy
- Execute integrated marketing campaigns that improve customer engagement and support sales growth
- Support go-to-market strategies through product announcements, campaign assets, and cross-channel marketing materials

GRAPHIC DESIGNER – NATIONAL OAK DISTRIBUTORS/ INTEGRATED SUPPLY NETWORK

West Palm Beach, FL (Satellite Office: Madison, WI)

June 2021 – Present

- Design sales enablement materials, promotional graphics, and digital assets for leading automotive brands including 3M Automotive, Mirka, Meguiar's, and others
- Develop catalogs, flyers, and marketing collateral used by national sales teams to drive product awareness and revenue
- Lead design and production of Tools & Equipment catalogs, organizing and presenting large product datasets for distribution
- Create branded merchandise and promotional materials aligned with corporate identity standards
- Contribute to increased customer engagement through visually compelling, conversion-focused design solutions
- Design and deploy email marketing campaigns, product announcements, and digital assets for automotive distribution audiences
- Support go-to-market initiatives with responsive, conversion-focused email design and layouts
- Utilize HubSpot, Constant Contact, and Smartsheet to manage campaign workflows and execution
- Collaborate cross-functionally with marketing teams to ensure brand consistency, messaging accuracy, and on-time delivery

SENIOR GRAPHIC DESIGNER

PBE Jobbers Warehouse, Inc. | Madison, WI

October 2007 – June 2021

- Led creative design initiatives supporting national sales and marketing efforts within automotive distribution
- Designed and managed branding for 300+ private-label products, ensuring consistent visual identity across product lines
- Produced catalogs, product flyers, technical documentation, and marketing materials to support sales and compliance
- Designed and executed email marketing campaigns, increasing click-through rates by 25%
- Created product photography for eCommerce platforms and marketing use
- Designed and produced end-user product magazines with readership exceeding 10,000 industry professionals
- Developed presentation materials for sales teams, leadership, and national meetings

FREELANCE GRAPHIC DESIGNER

- Delivered branding, marketing, and design solutions across industries including automotive, pharmaceutical, real estate, hospitality, and local businesses
- Created logos, promotional materials, digital ads, and marketing collateral tailored to client needs
- Managed multiple projects simultaneously while meeting deadlines and maintaining quality standards

EDUCATION

- Associate Degree – Graphic Design / Visual Communications
- Madison Area Technical College