



dawnnicole
DESIGNS™

2016 Media Kit

DAWN NICOLE DESIGNS™

WWW.DAWNNICOLEDESIGNS.COM



DAWN@BYDAWNNICOLE.COM



About



Meet Dawn...

Dawn is the creative force behind Dawn Nicole Designs, LLC. She is an Air Force wife & mom of three who believes kindness changes everything. While Dawn loves all things creative, she has a passion for hand-lettered typography & illustration. You can usually find her with a marker in one hand & a dark-roast coffee in the other.

Author

Color Me Inspired, Volume 1, Self Published eBook - April 2015
Color Me Inspired, Volume 2, Self Published eBook - 2015
Color Me Inspired, The Taunton Press - January 2016
Words to Live By, Quarto Publishing Group, March 2016
The Brush Calligraphy Guide + Workbook, Self Published ebook, March 2016
Color Me Inspired: Be Happy, The Taunton Press - June 2016
Adventures in Lettering, Quarto Publishing Group - September 2016

Hand-Lettering Artist / Illustrator

Dawn's latest venture is lending her lettering & illustrative skills to license artwork. Her most notable clients to date include Hobby Lobby, TJ Maxx, & Krispy Kreme Doughnuts. Her artwork can be seen on the 2016 Krispy Kreme Donuts Valentine's Day Coloring Box.

Creative Blogger

Since 2011, Dawn has run DawnNicoleDesigns.com, a website, blog, & creative community.



A Creative Community

Site Stats

Established June 2011
500-700k+ Monthly Pageviews
200-307k Unique Monthly Visitors
310,000+ Audience Reach



Demographics

91% female audience
15% between ages 18-24
35% between ages 25-34
25% between ages 35-44

Fun Facts

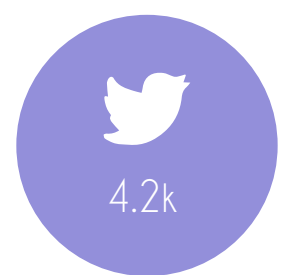
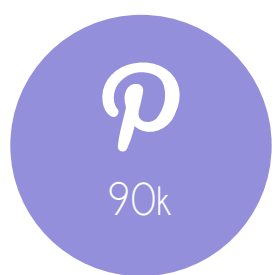
Over 90% of the site's social media traffic comes from Pinterest.

Dawn runs a free Art + Lettering Facebook Group with 33k+ members.

A Klout score of 74 puts her in the top 10% of social media users.

Speaker at SNAP! 2016 on the topic of Succuessfully Creating and Launching eBooks.

She co-owns Kimber Dawn Co. LLC which includes a Silhouette Facebook Group with 85k+ members.





Noteworthy

Education

Advanced Certificate in Graphic Design & Branding, 2013 | MBA, 2008 | B.A. English, 2005

Dawn's Brands

Dawn Nicole Designs™ and Color Me Inspired™ + Co-Owner of Kimber Dawn Co. LLC

Brands Partnered With

Brands Dawn has worked with include: Tombow USA, Michaels (Primsacolor), Creative Market, Silhouette America, GODIVA, Martha Stewart Crafts, Martha Stewart Home Office (Staples), Sharpie (Target), Sharpie (Office Depot), Uncommon Goods, Minted, Disney, WalMart, PLAID Folk Art Handmade Charlotte, Lenovo, Horizon Organic, Sauder.com, Kidecals, Tulip (i love to create), Diamond Press, PLAID FolkArt Stencil1, Nickelodeon, Shari's Berries, Cut it Out Frames, Sauder Furniture, BEHR Paint, Dayspring/Sadie Robertson.

Known For

Being easy to work with & always, always, *always* on time. Sharing inspirational and motivational messages. Her love of coffee, ampersands, cuff bracelets, and all things creative.

Do What You Love, Love What You Do