



*Dawn Nicole*  
DESIGNS™

# 2017 Media Kit

DAWN NICOLE DESIGNS™

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# 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  
600k+ Monthly Pageviews  
200-307k Unique Monthly Visitors  
450k+ Total Audience Reach

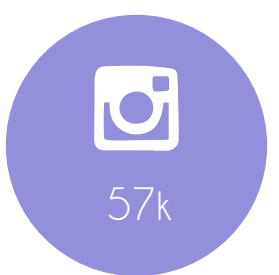


## Demographics

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

## Fun Facts

Over 85% of the site's social media traffic comes from Pinterest.  
Dawn runs a free Art + Lettering Facebook Group with 46k+ members.  
A Klout score of 74 puts her in the top 10% of social media users.  
Speaker at SNAP! 2016 on the topic of Successfully Creating and Launching eBooks.  
She co-owns Kimber Dawn Co. LLC which includes a Silhouette FB Group with 110k+ 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, The Hungry JPEG, Sessions College for Professional Design, 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