



dawn nicole designs
ART + LETTERING BLOG

2017 Media Kit

DAWN NICOLE DESIGNS®
WWW.DAWNNICOLEDESIGNS.COM



DAWN@BYDAWNNICOLE.COM



About



Meet Dawn...

Dawn is the artist 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.

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 was seen on the 2016 Krispy Kreme Donuts Valentine's Day Coloring Box.

Video and Speaking

Dawn spoke at SNAP! Conference 2016 on the topic of Successfully Creating and Launching eBooks. Her first video class, Constellation Lettering, launches in April 2017.

Author

Color Me Inspired, Volumes 1 + 2, Self Published eBooks - 2015
 Color Me Inspired, Volumes 1 + 2, The Taunton Press - 2016
 Words to Live By, Quarto Publishing Group, March 2016
 The Brush Calligraphy Guide + Workbook, Self Published ebook, March 2016
 Adventures in Lettering, Quarto Publishing Group - September 2016

Creative Blogger

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



A Creative Community

Site Stats

Established June 2011
900k -1Million Monthly Pageviews
327k Unique Monthly Visitors
450,000+ Audience Reach

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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 50k+ members.
A Klout score of 75 puts her in the top 10% of social media users.
She co-owns Kimber Dawn Co. LLC a Silhouette + Crafting Blog.



120k



49k



63.3k



40k



4.4k



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), The Hungry JPEG, Sessions College for Professional Design, 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