

NIK BALDUCCI

CONTACT

☎ (636) 399-9651

✉ nikebalducci@gmail.com

📍 St. Louis, Missouri

EDUCATION

2018 - 2021

University of Missouri

- Bachelor of Arts: Digital Storytelling
- Multicultural Certificate

SKILLS

- Visual Merchandising
- Brand Management
- Creative Design
- Campaign Execution
- Data Analysis
- Project Management
- Adaptive Leadership
- Negotiation
- Interpersonal Dynamics

PROGRAMS

- CRM
- Canva
- Microsoft Suite
- Adobe Creative Suite

WORK EXPERIENCE

First Watch

Jul 2024 - Current

In-Store Creative Coordinator & Server

- Execute on-site visual merchandising by translating corporate promotional directives into original, hand-illustrated designs; ensuring 100% alignment with brand standards and seasonal marketing calendars.
- Act as a brand ambassador by proactively educating guests on new product launches, utilizing persuasive communication to enhance the customer experience and increase sales.
- Optimize service workflow and task prioritization during peak volume periods.

Grainger

Jan 2024 - Aug 2024

Sales Accelerator Program

- Drove impactful client interactions by utilizing Salesforce to gain comprehensive insights into both daily operational requirements and strategic long-term objectives.
- Increased customer engagement and average spending by 10-15% through effective communication of Grainger solutions' value.
- Managed a portfolio of 80+ accounts while supporting key projects focused on customer experience and revenue generation.
- Provided essential customer support during a complex, multimillion-dollar project with the New York Department of Education.

The Tile Shop

Aug 2022 - Oct 2023

Sales Associate

- Spearheaded the production of custom marketing collateral for a key design firm account, ensuring premium brand positioning for all showroom-displayed samples.
- Cultivated lasting professional relationships with clients and industry professionals, collaborating to achieve shared goals and deliver tailored solutions through product and industry expertise.
- Provided expert design consultation and technical product education, empowering customers to visualize and execute their home decor projects from concept to installation.

Target

Jul 2015 - Jan 2022

Guest Service Manager & Team Member

- Designed strategic product displays for sales and seasonal promotions, successfully attracting non-typical consumers.
- Supervised a multi-person team, ensuring comprehensive training, targeted performance feedback, and sustained high productivity.

Data Connectors

Jun 2020 - Nov 2020

Jr. Graphic Designer

- Designed and produced compelling marketing collateral for cybersecurity conferences, effectively showcasing speakers and collaborators.
- Served as the primary point of contact for all graphic alteration requests within the design team, ensuring timely execution.